

# **1983 Software Writer's Market**

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This directory will show you where to sell your microcomputer software, books, articles and reviews. It contains detailed writeups on hundreds of software publishers, book publishers, microcomputer manufacturers, magazines, service bureaus and distributors who want microcomputer software and literature. They will either market your work for you or buy rights.

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**KERN**  
PUBLICATIONS



# **The Software Writer's Market**

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Compiled by  
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Director of Market Research

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# INTRODUCTION

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This directory is a marketing resource for microcomputer programmers and writers of microcomputer-related literature. If you have a microcomputer program, a book, or a magazine article dealing with microcomputers, this directory will lead you to people and companies who will buy it from you directly or publish it for you. It includes the following categories:

**Micro Manufacturers:** Manufacturers such as Apple, Atari and IBM actively promote the development of software which runs on their machines. They know that a computer's marketability is directly related to the availability of software that will run on it. So, they have special procedures set up to help independent software writer's market their programs. They all do it a little differently: Apple, for example, will publish a program and pay the author a royalty based on the amount of revenue received. Atari has Software Acquisition Centers where you can walk in, get technical help, use their computers to convert software from one system to another. Then they have a variety of ways of publishing the software and paying the author. Some manufacturers will buy your program outright. In this section we have writeups on all the major micro manufacturers. We describe how they deal with independent authors, what kinds of software they want and who to contact.

**SOFTWARE PUBLISHERS:** This category includes companies such as Stoneware, Sirius, Spinnaker and Digital Research. They operate much like book publishers. They will take your software and edit it, package it and market it. You generally receive a royalty based on the amount of sales. Some companies, such as Digital Research, will buy all rights to a program. We have writeups on most major software publishers in this section and describe what kinds of software they want, royalties paid and who to contact.

**BOOK PUBLISHERS:** Most major book publishers welcome manuscripts of books dealing with microcomputers. This is one of the most rapidly growing areas in the book publishing business today. As a result, competition for publishable material is fierce and top royalties are paid to authors. A wide variety of material is sought: Books dealing with microcomputer hardware and software; book/disk combinations and traditional software. Most major book publishers have set up microcomputer software divisions which acquire and publish software just like software publishers. Included in this section are detailed writeups on all major book publishers who are looking for books and software.

**MICRO SERVICE BUREAUS:** Users access service bureaus by telephone. Once connected, they can use programs that are installed in the service bureau's computer, paying a fee for the time connected plus a surcharge for the program used. Part of the surcharge fee is a royalty that is paid directly to the author and owner of the program. This section contains detailed writeups on the major microcomputer service bureaus in the United States and Canada. We tell how to go about getting your program installed on the bureau and who to contact.

**PERIODICALS:** This section contains names, addresses and contact information for most of the microcomputer-related magazines and newsletters in print today. You can use this list to find markets for your articles or short programs, or you can use it to find publications to advertise your own software if you choose to try marketing it on your own. We have writeups on a great number of publications with detailed information describing what kinds of material they publish and rates paid.

**COMPUTER SHOWS:** These are good places to contact publishers. Or, if you have more of an entrepreneurial spirit, you might consider renting a booth to try marketing your software on your own. This section contains writeups on the most important shows in this country and in Europe.

**DISTRIBUTORS:** This section lists the major distributors of microcomputer books and programs. They interface between a software publisher and retail outlets. We have included the names of the most important distributors in this section with contact information.

**DIRECTORIES:** In this category we list most of the leading software directories. Have them list your book or program. You will find this to be a no-cost way of advertising your work whether you want to sell it directly to dealers and the public or if you want to attract the attention of publishers. This section contains detailed writeups on the most important directories in print today.

The entries in this book are as accurate and up-to-date as we could make them. We researched this material by sending questionnaires to companies and by calling them on the phone. We have tried to include the name of a person to contact wherever possible. In some cases you may find that the person will have moved on to another position or left the company. The name is still valuable, though, since you will most likely be connected immediately with whoever has taken his or her place.

The microcomputer industry is growing and changing at such a rapid pace that it is, of course, impossible to compile a directory such as this that lists *all* companies in a particular category or that is 100 percent error free. However, we try to make the Software Writer's Market as useful as possible by recompiling it periodically. If you spot an error in a listing, or if you know of a company that should be listed, we would appreciate hearing about them.

Christine Leu  
Director of Market Research

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## SOFTWARE PUBLISHERS

*Acorn • Addison-Wesley • Adventure International • Algorix • Alpha • American Business Systems • Apple-Cations • Applied Educational Systems • Ashton-Tate • Atari • Avant-Garde • Avtek • Basics and Beyond • Bluebird's • BMI Educational Services • Briley • Britannica Computer Based Learning • Broderbund • Byte-Size • CAP Electronics • CMA Microcomputer • Comm Data • Compress • Compu-tations • Computer Marketing Corporation • Computer Stations • Computerware • Compu-things • Connecticut Information Systems • Connecticut Microcomputer • Creative Computing Software • Creative Discount Software • Creative Software • Cybernetics • Data 20 • Data Train • Digital Research • Dilithium Press • Discovery Bay Software • Dorsett Educational Systems • Duosoft • Educational Activities • Edu-Ware Services • Escape • FMG Corporation • Gessler • JL Hammett • Hartley Courseware • Hayden Software • IJG Instant Software • Intelligent Statements • Intentional Educations • Interactive Microware • J&S Software • K-12 Micromedia • Lifeboat Associates • Lightening Software • Lotus • \*masters Software • Max Software • Max Ule & Co. • Med Systems • Micro Architect • Micro Learningware • Microproducts • Microsoft Corporation • Micro-Sparc • Milliken Publishing • MIS • MLI Microsystems • Monument Computer Service • Mumford Microsystems • Muse • Nibble • Peachtree • Potomac Microresources • Prentice-Hall • Quality Software • Racett Computes • Reader's Digest Services • Reston • Sat Trak International • Scott, Foresman Electronic Publishing • Sensible Software • Sirius • Sir Tech • Software Etc • Software Guild • Software Industries • Software Publishing Corporation • Software Solutions • Softworx • Sorcim • Southeastern Educational Software • Southeastern Software • Spinnaker • Square Deal Software • SRA • Standard Software Corporation of America • Sterling Swift • Stoneware • TAB Books • Taranto & Assoc • Thoughtware Publishing • 3G Co. • Vandata • VisiCorp • Vital Information • Wadsworth Electronic Publishing • John Wiley & Sons • Window Inc*

## BOOK PUBLISHERS

*Addison-Wesley • Alternate Source • ArcSoft Publishers • The Book Company • William C. Brown Co. • Butterworths • Byte Books • Compusoft • Computer Science Press • Compute! • Creative Computing Press • T. S. Denison • Digital Press • Dilithium Press • Dustbooks • J. L. Hammett • Harcourt Brace Jovanovich • Harper & Row • Hayden • Holt, Rinehart & Winston • Houghton Mifflin • IJG • IPS Publishing • Kern Publications • Lexington Books • McGraw-Hill • Milliken • MIS • MIT Press • Osborne/McGraw-Hill • Petrocelli Books • Plenum Publishing • Prentice Hall • QED • Q Corporation • Reston • Howard W. Sams & Co. • Springer-Verlag • Sterling Swift • Sybex • TAB Books • University of Michigan Press • Van Nostrand Reinhold • Vital Information • Wadsworth Electronic Publishing • Wayne Green • John Wiley & Sons*

## MICRO SERVICE BUREAUS

*Compuserve Information Services • S-Matrix Enterprises Ltd • The Source*

## PERIODICALS

ABC Micro-computer Newsletter • ACM SIGCUE Bulletin • AEDS Journal & AEDS Monitor • The Alternate Source • The Anderson Report • Antic: The Atari Resource • Apple Education News • Apple-on-Apples • Apple Orchard • Appleseed • The Atari Connection • Business Computer Systems • BUSS, the Heath/Zenith Newsletter • Byte • CAD/CAM Alert • Call-A.P.P.L.E • Chicatrug • Classroom Computer News • Closing the Gap • CMC News • Collegiate Microcomputer • Color Computer Magazine • Compute! • Computer-Aided Engineering • Computer Business News • Computer Dealer • Computer Decisions • Computer Design • Computer Games Review • Computer Graphics News • Computer Graphics World • Computer Merchandising • Computer Program Reviews • Computer Retail News • Computers for Design & Construction • Computer Shopper • Computer Update • Computerworld • The Computing Teacher • Courseware Reportcard • Creative Computing • Creative Computing Video & Arcade Games • C.U.E. Newsletter • Data Base Monthly • Data Cast • Datamation • Dr. Dobb's Journal • Educational Computer • Educational Computing • Educational Technology • 80-Microcomputing • 80-US Journal • Electronic Education • Electronic Learning • ETC • Floating Point • Government Data Systems • Hardcore Computing • Hot Coco • InCider • Infosystems • Infoworld • Instructional Innovator • Instructor • The Intelligent Machine Journal • Interface • Interface Age • Interface 1000 • JINSAM Newsletter • Journal of Courseware Review • Journal of Computer in Mathematics and Science Teaching • Kilobaud Microcomputing • The Lawyers Microcomputer • Lifeline • Macul Journal • Mathematics and Computer Education • Mathematics Teacher • Micro • Microcomputer Systems • Microcomputer Courseware/Microprocessor Games • Microcomputer Digest • Microcomputers in Education • Microcomputing Industry • Micro Cornucopia • Microeconomics • Micro Software Marketing • Microsystems • Mini-Microcomputer News • Newsletter of the National Consortium on the Uses of Computers in the Math Sciences Education • Nibble • 99'er Magazine • OS/Tech • The Paper • PC • PC World • Peelings • Personal Computing • Personal Computer Age • Popular Computing • Portable Computer • Power/Play • Recreational Computing • Reference • Remark • S-80 Computing • S-100 Microsystems • School Microware Reviews • Sextant • S. Klein Newsletter on Computer Graphics • Small Business Computers • Small Computers in Libraries • Softalk • Softalk for the IBM • Softside • Software • Software Consultation Newsletter • Software News • Software Retailing • Software Review • Sync • Syntax ZX80 • Systems and Software • Talmis Courseware Ratings • Tangents • T.H.E. Journal • TRS-80 Microcomputer News • Turtle Talk • Twin Cities Computer User • Windfall • Word Processing and Information Systems

## SHOWS

1983 National Computer Conference • Apple/'83 • Computer Showcase Expo • Comdex/Europe '83 • Comdex/Fall'83 • Comdex/Spring'83 • CP/M'83 • Eighty Apple/PC Computer Show • Interface '83 • PC/83 • SIGGRAPH '83 • 8th West Coast Computer Faire

## DISTRIBUTORS

Hobbyworld Electronics • Micromedia Marketing, Inc. • The Software Federation • The Software Guild • Software Distribution Network • Softisel



## DIRECTORIES

**Machine-Specific:** *Addison-Wesley Book of Apple Computer Software* • *The Apple Software Directory* • *Educator's Handbook and Software Directory* • *The Reference Manual for the Instructional Use of Microcomputers* • *Skarbek Software Directory* • *Swift's Directory of Educational Software - Apple II Edition* • *Van Love's Apple II/III Software Directory* • *Index to CP/M Software* • *Intel Yellow Pages* • *Van Love's CP/M Software Directory* • *Software Marketplace Directory* • *Hewlett-Packard Series 80 Catalog* • *Software/Hardware Directory and Guide for IBM Personal Computer* • *Radio Shack TRS-80 Educational Software Sourcebook* • *Texas Instruments Home Computer Library* • *Consultant's Software Directory* • *Zenith Data Systems Software Directory* **General:** *Canadian Directory of Software* • *Classroom Computer News Directory of Educational Computing Resources* • *The Computerist's Directory* • *Datapro Directory of Microcomputer Software* • *Data Sources* • *The Directory of Computer Software and Related Technical Reports* • *International Directory of Software* • *Major Software Sources for Consulting Engineers* • *Microcomputer Software Directory* • *The Microsource* • *Practice Management, The Directory of Automation for Accounting Firms* • *Small Systems Software and Services Sourcebook* **Buyer's Guides:** *Auerbach's Software Reports* • *Creative Computing* • *Instructor's Computer Directory for Schools* • *List* • *The Personal Computer Guide*



# **MICRO MANUFACTURERS**

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# **MICRO MANUFACTURERS-2**

**ALTOS COMPUTER SYSTEMS**, 2641 Orchard Parkway, San Jose, CA 95131, (408)946-6700. This company supports independent programmers through its publication the "Altos Software Guide" which lists software that will run on their microcomputers. These listings are provided for consumers' reference only, and do not represent endorsement of any package by Altos.

The Altos Software Guide is published in two sections, one for their 8 bit and another for their 16 bit computer systems. Each entry lists the type of software, a brief description, and the system requirements. Altos requires a demonstration copy be submitted for their files, as well as two references and a written statement from an end-user confirming successful installation of the package.

Altos will list operating systems, languages, and vertical applications packages. They will also list PICK or MS-DOS compatible software if the vendor plans to convert the package to run on Altos hardware within 6 months. Contact Fara Yale, Software Guide Editor.

**APPLE COMPUTERS**, 20525 Mariani, Cupertino, CA 95014, (408)554-5096. Apple markets software for a variety of applications for its microcomputers, including spread-sheet programs, graphics, word processing, data base, and communications. They have a kit for prospective authors outlining the entire marketing process, including licensing agreements, program and documentation format, royalty arrangements, marketing support, and other pertinent information. The royalties paid vary, depending on the product.

Apple offers contracted programmers several benefits, including technical support in preparing a software package for the market. Each author is put into a data base and they are kept up to date on news about Apple. Authors are invited to Software Development Conferences, series of workshops supplying programming information, instruction, and tips on dealing with Apple and on software development in general. Call or write to Apple to receive their guidelines. Contact the Software Evaluations Department, Rene Olsen at (408)554-3019 or Alberta Castro, Coordinator of Software Developers Relations at (408)554-5088.

**ATARI, INC.**, 1265 Borregas Avenue, Sunnyvale, CA 94086, (408)745-5227. Atari believes it is ideally placed in the home computer market since its products are designed primarily for the home consumer rather than the small businessman or computer hobbyist. Along with computers, Atari also markets software for home entertainment and education. The programs are on floppy disks and cassettes. The emphasis is on software which will entertain and educate the mass consumer. Atari claims to have over 50 percent of the games market.

# **MICRO MANUFACTURERS-3**

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Atari is actively seeking outside authors of software for their computers. They have two levels of support for independent writers, and at present have two Acquisition Centers for software:

- 1) Atari Software Acquisition Program  
Dept. C1R PO Box 427  
155 Moffett Park Dr., B-1  
Sunnyvale, CA 94086  
800)538-1862, in CA (800) 672-1850
- 2) Atari Software Acquisitions Program  
57 John F Kennedy Street  
Cambridge, MA 02138  
617)497-9050

Any software written by outside authors must go through one of these centers. They are looking for all applications for Atari microcomputers. According to Dave Jones, Program Manager at the Cambridge center, "We are interested in anything of quality. On the east coast this tends to run to educational and business systems - we don't get as many games as they do in California." They basically publish home office, and personal development packages.

The Acquisitions Program is run on a "very informal basis." They invite programmers to contact them at any stage of completion of a software package, from raw ideas to a finished product. Atari will on occasion act as a coordinator, connecting someone with an idea for a program with an independent programmer, or connecting a programmer with a technical writer for documentation, etc.

The Software Acquisition Centers also determine at which level the package will be marketed. This is largely based on the complexity of the package. The first marketing level is through the Atari Program Exchange (APX). This is for less expensive packages - under \$50. APX presently includes more than 100 software packages written by outside sources. The author is expected to provide full documentation and support for his product and Atari includes the software in their APX catalog which is distributed to dealers. Author guidelines are available. Royalties range from 10-12 percent. This program is run through the California Acquisitions Center.

The second level of marketing is Atari's Main Product line. Programs in this category are fully supported products and are included in their product catalog alongside the hardware products. Programmers accepted at this level have access to a wide range of assistance at the Acquisitions Centers, including access to Atari computers, use of their 'conversion centers' (Apple, Commodore and Radio Shack microcomputers are available for those who want to convert packages to run on Atari machines), and any technical assistance deemed necessary to complete a package, including aid

# **MICRO MANUFACTURERS-4**

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in coding, graphics, use of sound, etc. Atari has "about three dozen" independent authors under contract at this level. Each program is considered individually, and they work "contract by contract," either buying rights or paying royalties. In Cambridge contact Dave Jones, Program Manager, or Jerry Connelly, Regional Manager.

**COMMODORE BUSINESS MACHINES**, 681 Moore Road, King of Prussia, PA 19406, (215)337-3135. Makers of the VIC-20, PET, and the Commodore 64. They publish software written by independent authors. For more information, contact John Mathais, Software Acquisitions Department.

**COMPAQ COMPUTER CORP.**, Software Department, 12337 Jones Road, Houston, TX 77070, (703)890-7391. Compaq markets a portable personal computer which is compatible with the IBMpc. According to Mr. Rosenberg, Systems Analyst with the Third Party Testing Group, Compaq has no marketing arrangement for independent software writers because "there is so much software available for the 'pc' already." They do, however, publish a catalog each month of compatible software and distribute it to their dealers. To this end they welcome programmers to submit packages, both hardware and software, to be tested. They will not distribute the package for you; they will only mention it in their catalog. The vendor is responsible for the actual distribution of the package. Compaq has several regional testing centers. To locate the one closest to you, contact Mr. Rosenberg, Third Party Testing Group, at the above address.

**CROMEMCO, INC.**, 280 Bernardo Avenue, Mountain View, CA 94040, (415)964-7400. Manufactures a complete line of high-performance microcomputer systems including the System One/DPU and compatible hardware. They presently market software concerned primarily with development, including the following list of 68000 system software: 68000 Assembler, FORTRAN 77, Pascal, BASIC, COBOL, and C. They also market some business applications software (i.e. word processing, DBMS). They would like authors to send general purpose software, high level languages, and systems software. Royalty rates are negotiable. Cromemco has over 400 dealers worldwide and markets about 25 software products through them. About half of these were staff written, the rest written by independent authors. Contact the Manager of Software Development.

**DIGITAL EQUIPMENT CORPORATION**, 146 Main Street, Maynard, MA. For software acquisitions information, call (800)493-7884. DEC, once known primarily for its minicomputer line, is now marketing personal computers. These include the DecMate II, Rainbow 100, and the Pro 100 Series.



# **MICRO MANUFACTURERS-5**

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DEC has developed the Digital Classified Software Program to market and test software products for consumers. According to Gary Miccola, Marketing Director for the Program, DEC's objective is "not to enter the consumer market as a distributor, but to establish a level of confidence in the quality of software. We want to establish a base of quality software to differentiate DEC from other manufacturers. We're selling confidence."

To achieve this goal, DEC has devised a plan for testing software prior to distribution. There are three levels of marketing, differentiated by the seal Digital affixes to the package:

- 1) **DIGITAL DEVELOPED SEAL** - this category includes packages that are written specifically for or by DEC. The company distributes the software and provides service after sale. The seal indicates the program was developed to meet DEC's specifications.
- 2) **DIGITAL SERVICE APPROVED SEAL** - Software in this category has been acquired by Digital from third parties and has "passed additional servicability testing." The company markets the software under both their name and the authors'. Service contracts are optional. Digital pays a royalty for each package sold.
- 3) **DIGITAL TESTED SEAL** - This seal indicates a software package has been thoroughly tested by DEC, and has met their quality requirements. The author is responsible for all marketing and service. Says Mr. Miccola, "this is the Digital Seal of Approval."

Digital is interested in "a diversified scope of applications - virtually for any market - except those involving high risk application, with a potential for personal injury, or applications not in the public interest." They presently market "dozens of dozens" of software packages. Digital has a Submissions Handbook, available to prospective authors. Query first. Call the toll-free number listed above. In Massachusetts call (617)493-7884.

**EPSON AMERICA, INC.**, Computer Products Division, 3415 Kashiwa Street, Torrance, CA 90505, (213)539-9140. Manufactures micros, portable computers, peripherals and accessories. They will consider marketing independently written software. Query first. Contact Steve Irving, Software Manager.

**EXIDY SYSTEMS**, 1234 Elko Drive, Sunnyvale, CA 94086, (408)734-9831. Manufacturers of personal and business computers, including Sorcerer, Computer System 80, and Multi-Net 80.

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**HEATH/ZENITH,** These computers are manufactured by the Heath Company, a subsidiary of Zenith Radio Corp., 1900 North Austin Avenue, Chicago, IL 60639, (312)745-4762. This company both markets software written by independent authors and purchases commercial packages for their microcomputers. Send the program or an inquiry to Tom Dornback, VP Software Development.

**HEWLETT PACKARD.** HP has 40 divisions throughout the world and a great many regional sales offices. The company produces a wide variety of computer systems and peripheral devices. These tend to be grouped in "product lines." Each HP division markets and distributes its own product line through regional offices. The major product lines of interest to microcomputer users are the series 80, 100 and 200 personal and professional microcomputers and the series 70 pocket computers.

The software acquisition situation at HP is confused due to its large size and diversification, the autonomy of its divisions, and the large number of its product lines. Each division tends to go its own way. The result is an overlap in product lines and a non-uniform approach to dealing with software developers.

Generally, the product line divisions make software available to their customers in the following ways: (1) HP staff members write programs, both systems and applications, which the company markets directly to its customers through regional sales offices, direct-mail advertising, flyers with product packages, circulars, brochures, and other methods (2) HP purchases rights to a limited number of programs from independent authors (3) HP refer customers to independent software suppliers through software directories or lists of HP-approved packages (4) HP encourages software swapping through user's groups. They have developed HP Plus, a plan to systematize software cataloging. Although this program varies from division to division, there is a basic structure overall.

A programmer with a package to offer may contact HP through a regional sales office or through one of the divisional headquarters. A sales office will forward the software to the appropriate division. If HP approves the package, they will offer to execute their formal "Software Supplier Agreement". This is a contract between you and the company which includes the following terms:

- a) Approved software suppliers are eligible for a 40 percent discount on purchase or lease of certain HP equipment during the first four months of the contract. An alternative 12 month leasing plan is available for approved suppliers.
- b) Suppliers are responsible for production, distribution, and support of all tapes, discs, and manuals. Therefore, you must have continuing access to

# MICRO MANUFACTURERS-7

appropriate HP computer equipment to produce and support your software. This may be through the leasing/purchase plan described in (a) or through some other source.

- c) The supplier is prohibited from sending information to the HP sales organization without the express consent of the Sales Management.
- d) HP sales organizations will not demonstrate third party software. The supplier is responsible for all demonstrations with cooperation and consent of the HP sales force.
- e) Suppliers may be invited to speak at HP seminars with the consent of the field sales management.
- f) Software supplied by third parties is the sole responsibility of the supplier. Questions and bugs will be referred directly to the supplier. All updates and revisions are also the responsibility of the supplier.
- g) The purchase of third party software is a transaction between the customer and supplier and HP will not be involved.
- h) The agreement between HP and the supplier will have a duration of one year, but is renewable by mutual agreement. Either party may terminate the agreement at any time by providing 60 days notice to the other party.
- i) The supplier agrees to insert the following disclaimer in all of his software manuals and product literature: *“This software has been developed by (Supplier) for operation on Hewlett-Packard equipment. (Supplier) is solely responsible for its software and support services. Hewlett-Packard is not the co-developer or manufacturer of such software or support. Hewlett-Packard disclaims any and all responsibility for and makes no warranties with respect to this software. Buyer’s sole recourse against Hewlett-Packard is set forth in Hewlett-Packard’s warranty statement provided with the Hewlett-Packard manufactured equipment. Distribution of software summaries by Hewlett-Packard does not constitute endorsement of (supplier’s) software or support service.”*
- j) There is also an indemnification agreement in the contract that makes the supplier liable for damages settled against HP due to problems with the software or support services. It reads: *“In consideration of HP’s providing information which describes the SUPPLIER’S SOFTWARE, the SUPPLIER agrees to indemnify and hold HP, its affiliates and subsidiaries, harmless from and against any and all lawsuits, damages, claims, awards, settlements and expenses incident thereto including reasonable attorney’s*

# MICRO MANUFACTURERS-8

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*fees arising from any injury or alleged injury or damage or alleged damage to the property or business of anyone arising from or in connection with software or support services provided by SUPPLIER."*

Again, this agreement may differ between divisions. Two divisions concerned with microcomputers are:

- 1) Personal Computer Division, 974 East Arques, Sunnyvale, CA 94086, (408)735-1550. According to Rich Ferguson, Marketing Manager of this division, they are interested in "classical kinds of applications. This division is oriented toward serious use of computers for business productivity." They market the Series 80, 100 personal computers and publish a catalog listing compatible software to distribute to their dealers. Contact Bill Johnson, HP Plus Third Party Marketing.
- 2) Desktop Computer Division, 3404 East Harmony Road, Fort Collins, CO 80525, (303)226-3800. They market scientific and engineering microcomputers in the 200 Series. Applications include electrical engineering, mechanical engineering, aerospace engineering, life science, physical science, and business management. They will evaluate a program on the following criteria: application expertise/experience, marketing follow-up ability, support resources (people and equipment), credit approval, and business stability. Contact Third Party Marketing at the above address.

There are other ways to marketing HP compatible software. Because of the fine reputation and wide popularity of HP equipment, self-marketing stands a reasonable chance of success. HP salespeople say that independent software developers walk in off the street to a local sales office and describe their area of expertise and experience. The salespeople will generally refer local customers to them if there is no competition from other sources within HP or its other referral services. However, the exposure is much greater if you are involved in the HP Plus referral program.

There are several publications devoted to Hewlett Packard machines. These include:

BASIC EXCHANGE and KEYNOTES, both located at  
Hewlett Packard Co.  
1010 NE Circle Blvd.  
Corvallis, OR 97330

PPC JOURNAO, Richard Nelson, Editor  
2541 W. Campden Place  
Santa Ana, CA 92704

# **MICRO MANUFACTURERS-9**

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NEWS 80  
PO Box 1329  
Redondo Beach, CA 90278  
(213)532-3111

**IBM**, Personal Computer External Submissions Dept., 765PC, Armonk, NY 10504, (914)765-1900. IBM is actively soliciting software for the IBMpc. The operating systems for this 16-bit machine include DOS, USCD-p, and CP/M-86, with BASIC, COBOL, FORTRAN, MACRO Assembler, and Pascal programming languages. They are looking for software for all applications and list as examples business, data management, finance, communications, education, entertainment, 'self-improvement', and games programs.

IBM has a standard procedure for submitting programs. They ask that all interested programmers contact them for guidelines. They will publish, market, and distribute any software accepted into their program. Contact Mr. Jan Schoffelen, Manager of External Submissions at (914)765-1900 or write to him at the address above.

**IMS INTERNATIONAL**, 2800 Lockheed Way, Carson City, NV 89701, (702)883-7611. Manufacturer of small business computers. Software marketed presently includes operating systems, programming languages and applications. They are interested in receiving software which addresses a vertical market, especially business-oriented applications. Their hardware and software are marketed worldwide. One hundred percent of their software products were written by independent authors, who are paid on both a royalty and a fixed fee basis (specific terms are negotiable). Query first. Contact R. Jerry Del Signore, Director of Marketing.

**MICRO DATA SYSTEMS, SOFTWARE HOWS**, PO Box 36275, Los Angeles, CA 90036, the software marketing subsidiary of Micro Data Systems. MDS produces Z-80 (CP/M) based microcomputers on S-100 bus and MD-68K minicomputers designed for multi-users with virtual memory and 4 billion bytes of storage.

Applications programs presently marketed include medical/dental billing, word processing, and small business including accounting, order entry, and inventory control. They would like authors to send CP/M based applications and 68000 based software for systems and applications.

Royalty rates and other contract terms depend on each situation. In some cases they will buy all rights.

At present they market more than a dozen software packages worldwide. Several of

# **MICRO MANUFACTURERS-10**

these were written by outside authors. Software Hows claims a good program can sell "1000 + + +" copies.

Software Hows says "we are an aggressive marketing company with a successful track record. We have sold inside and outside products with similar results. We are most interested in exclusive rights. Only major and 'fully debugged' packages are considered." Contact New Products Evaluation.

**NEC INFORMATION SYSTEMS**, 5 Militia Drive, Lexington, MA 02173 (617)862-3120. Manufactures the ASTRA Series of business microcomputers. Contact Patty Compton at the above address.

**NONLINEAR SYTEMS, INC.**, PO Box N, Del Mar, CA 92014. They manufacture and market the KAYPRO CP/M-based portable computer which is designed to be compatible with Xerox software.

**OHIO SCIENTIFIC**, Corporate Headquarters, 7 Oak Park, Bedford, MA 01730, (617)275-3030. Ohio Scientific is presently re-organizing its corporate structure. They have a marketing arrangement with independent authors, but that is also subject to change. Contact Frank Valcarcel, Marketing.

**OLIVETTI**, Docutel/Olivetti Corp., 155 White Plains Road, Tarrytown, NY 10591, (914)631-8100. This company has recently introduced the M20 Personal Computer for use in "just about any application," including business, accounting, data entry, communications, scientific, and technical. The machine uses Microsoft BASIC, CBASIC, and Assembler computer languages with Olivetti's own PDOS operating system (CP/M 80, CP/M 86, and MSDOS available optionally).

**OSBORNE COMPUTER CORPORATION**, 26538 Danti Court, Haywood, CA 94545, (415)887-8080. Manufactures a portable computer with a CP/M operating system. They market software written by outside authors and ask that anyone interested contact them to get a copy of their author guidelines. In general, Osborne emphasizes business applications, but they are interested in seeing other programs. They pay on a royalty basis. Contact Bob Moody, Software Acquisitions Manager.

**PHILIPS INFORMATION SYSTEMS**, 4040 McEwen, Dallas, TX 75234 (Formerly MICOM DATA SYSTEMS). Their business areas include original equipment manufacturing, equipment leasing, equipment maintenance, and turnkey systems.



# **MICRO MANUFACTURERS-11**

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They produce the MICOM 2002 word processor. Gross annual sales are over \$100 million. Contact John Clark, President; Jim Jeckor, Director of Marketing; or Bill Razzouk, Director of Sales.

**REXON BUSINESS MACHINES MACHINES CORP.**, 5800 Uplander Way, Culver City, CA 90230. Manufactures a full line of small business computers utilizing cartridge disk, both 10MB and 20MB drives. Also, TI 810 or Printronix 300 LPM printers and terminals. Their operating system is called RECAP and runs programs written in business Basic.

Rexon presently markets applications software for its product line. This is supplied by dealers and independent software writers. They would like outside authors to send them Basic Four or Pertec software which can be converted to run on Rexon equipment.

Programs are marketed through Rexon's dealer network in both US and foreign markets. At present there are 50 different software products being offered by Rexon, all of which were written by outside authors. There are over 300 Rexon installations worldwide.

Royalty arrangements are negotiated with authors on an individual basis and specific terms depend on many variables.

Authors should query before sending in programs in order to receive complete instructions. Contact Market Support at the above address.

**SINCLAIR RESEARCH LTD.**, 50 Staniford Street, Boston, MA 02114, (617)742-4826. Sinclair microcomputers are manufactured and marketed by Timex, Inc. All the software is written for the company on a contract basis with an English firm. They will review software if someone sends it to them. Query first.

**SONY CORPORATION OF AMERICA**, Microproducts Division, 7 Mercedes Drive, Montvale, NJ 07645, (201)573-8899. Recently developed the Sony small business computer system, a CP/M based machine using 3½ inch floppy disks (an 8 inch floppy disk interface is available). They will be introducing a 16 bit adaptor module in March, 1983 which will make it possible to use CP/M 86 and MS/DOS. Presently BASIC, Z80, PASCAL, and C languages are available.

Sony is interested in marketing software written independently. Only 15 percent of their present microcomputer software line was written in-house. They may purchase the rights to a program or pay a royalty based on the end-user list price. Typical

## **MICRO MANUFACTURERS-12**

software packages sell anywhere from \$75 to \$1000. Sony also has plans to publish a catalog, listing sources of compatible software, and welcomes inquiries.

According to Laszlo Nemeth, Manager of Software Acquisitions, an author should query first, providing "as much descriptive material as possible." If the company is interested in the program they will respond with a request for full documentation and an evaluation copy of the program listing. Sony is interested in "all types of software."

They have four contacts in the Acquisitions Department for various applications. For systems programs, including language processing, graphics, and communications, contact Robert Fitzsimmons. Mr. Nemeth is responsible for word processing and financial modelling programs. Contact Lester Anderson for accounting programs, and Richard Troncone for games.

**TANDY CORPORATION**, 1300 One Tandy Center, Fort Worth, TX 76102, (817)390-3129. Tandy manufactures the Radio Shack line of microcomputers. The Radio Shack Division was established in 1921 and employs more than 20,000 people. Their product line includes several models in the popular TRS-80 line and pocket computers.

Radio Shack has recently introduced a program "to assist third party software firms in the development and/or conversion of reliable specialized software for our TRS-80 line of computers." An applicant must be "a software development firm, publisher, or educational institution." He must first submit a preliminary questionnaire to become a member. If the applicant is accepted into the program, he receives technical information guides, software development guides, internal library routines, TRSDOS licensing, commercial quantities of compiler BASIC and COBOL run-time packages at reduced rates, the option to buy TRSDOS source-code, ROM pak component information, and other miscellaneous benefits. He will also be eligible for the Software Review Program.

When the package is completed, the programmer may then submit a software review application. If Radio Shack approves the package, they will request a copy of the software and documentation. They evaluate the package and compile a product description for distribution to Radio Shack dealers. A listing in the catalog includes hardware configuration, pricing information, ordering information, evaluation and user group comments, and a functional description of the package. The programmer/firm is responsible for production and support. For an initial application, contact Phil Kitchen, Manager, Outside Software Support, at the above address.

# **MICRO MANUFACTURERS-13**

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**TEXAS INSTRUMENTS, INC.**, TI has several divisions, including two for its two lines of microcomputers.

**BUSINESS COMPUTERS DIVISION**, PO Box 2909, Mail Station 2107, Austin, TX 78769, (512)250-6679. TI maintains a database of software for their line of business microcomputers. They are interested in adding software for all applications, especially statistics, federal tax packages, graphics, and engineering. This is a reference service only; TI offers no support or recommendation for independently written packages. Programmers submit a set of forms to the company and are entered into the annual directory with a description of the package and an ID number. An end-user interested in a particular package contacts TI and is referred to the vendor. To receive details and an application, write to Betty Hutchinson at the above Austin address.

**PERSONAL/HOME COMPUTERS DIVISION**, 2303 North University, Lubbock, TX 79408, (806)745-3131. For information regarding submission of software to this division, contact Bill Barnia, Manager of Software Acquisitions or John Cambell at (806)741-2009 or write to them at the above Lubbock address. (Phone extension: 466)

**VECTOR GRAPHIC INC.**, 500 North Ventu Park Road, Thousand Oaks, CA 91320, (805)499-5831. Manufactures a line of business computers. Vector has announced a plan designed to "identify, evaluate, and market third-party software compatible with the Vector 4 8/16-bit system and all other Vector microcomputers." According to Frederick Snow, President, "There is a lot of good software being produced and we want to give our dealers and their customers access to as much of it as we can." As a result, the company has started VECTOR QUEST, a two-pronged approach to marketing independently written software.

The first part of their plan is the VECTOR QUEST BUSINESS SOFTWARE INFORMATION SERVICE, a telemarketing program utilizing a database of software vendors and products. By calling the database, dealers receive "key information about the vendor, features, functions, training, support, user acceptance, documentation, operating system, language, and hardware requirements of each package." Vector provides information and a detailed questionnaire to interested parties.

Secondly, the company has established the VECTOR QUEST BUSINESS SOFTWARE MARKETING SERVICE which produces and directly markets "outstanding software packages" to its dealers. VECTOR QUEST provides "documentation guidelines, production of disks and manuals, order processing, packaging, and shipping. Also, the necessary support services and training arrangements." The first step for an independent programmer is to be put in the database - the company will then forward information about the Marketing Service to interested parties. Contact Vector at the above address, requesting information about VECTOR QUEST.

# **MICRO MANUFACTURERS-14**

**VICTOR TECHNOLOGIES, INC.**, PO Box 1135 Glenview, IL 60025, (800)VIC-9000. This company represents the combined talents of Victor Business Products and Sirius Systems Technology, Inc. They have combined to develop and market the Victor 9000 microcomputer, designed for business applications using CP/M 86, MS-DOS, and Unix operating systems. Languages available include Microsoft GW-BASIC and BASIC 86, CBASIC, MS Pascal, MS FORTRAN, MS COBOL, AND Microfocus Level II COBOL.

**WANG LABORATORIES, INC.**, 1 Industrial Avenue, Lowell, MA 01851, in MA (617)459-5000; outside MA (800)225-0979. Wang has introduced the "Software Connections Program," which is responsible for marketing software for the Wang Personal Computer. They have a very straightforward procedure for independent authors. When a programmer contacts the company, they send an information packet outlining the steps involved in reaching a marketing agreement. The program must be submitted to Software Connections according to the specifications in the packet, and Wang may then offer to support the package at a particular marketing level on the basis of a quality evaluation of the package.

According to Doug Wood, Director of Software Connections, they consider the following in an evaluation: "What packages are we currently marketing? What is the market need? What is the author's ability to support his package? How easy will it be to install this package at the end-users facilities?." On the basis of the evaluation report Software Connections may or may not provide any of the following benefits:

- 1) At the very least, Wang will enter an accepted program in a catalog that is distributed to ISOs. This is a referral service only, and the ISOs contact the owner of the program directly.
- 2) Wang may market the package on a consignment basis, and/or provide discounts on certain Wang products to the author.
- 3) The company may promote the package, or it may provide the author with promotional material.
- 4) Wang may undertake to distribute the package, paying the author on a royalty basis.

The level of support is determined by the Software Connections review board and each author is dealt with on an individual basis. This and other information is detailed in their information packet. Contact Judy Trombino, Senior Market Analyst, in charge of the Software Connection Program.

# **SOFTWARE PUBLISHERS**

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# SOFTWARE PUBLISHERS-2

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**ACORN SOFTWARE PRODUCTS, INC.**, R Street NW, Washington, DC 20003, (202)462-4200. Publishes games, entertainment, utilities, and personal-use software for the TRS-80 Models I and III, Apple, Atari 400, 800 and IBMpc. Presently publishes 28 titles. Deals with outside authors on a royalty basis. Requests well-written, well-documented programs of general interest to users. Query first. Contact Ken Keiser, Editorial Assistant.

**ADDISON-WESLEY PUBLISHING COMPANY, INC.**, Jacob Way, Reading, MA 01867, (617)944-3700. This prominent book publisher is now publishing a wide variety of software packages and micro-related material. (Also see Book Publishers.) Five of their numerous divisions publish software:

1) **GENERAL BOOK DIVISION** - this division publishes approximately 30 books each year in the microcomputer field. They are responsible for most of the general information microcomputer books for professional and home use. According to Margaret Tuttle, Marketing Coordinator for microcomputer products, they produce "packages of a relatively inexpensive nature," usually under \$100. At present most of the software is published as part of a package with an accompanying book but they "will be expanding and eventually have stand-alone software." They are interested in programs for all applications and pay "standard publishing royalties." The rates are negotiable, depending on the submission. "We want to be flexible in case a really innovative project comes along." Query first. Contact Thomas Bell, Ed Kelly, or David Miller, Editors.

2) **APPLICATIONS SOFTWARE DIVISION** - According to October Graham, Marketing Manager of this Division, "We try to work exclusively with software, but also publish a few books." This division is responsible for "software for the professional, which has professional and academic applications. Every one of our packages was written by an outside author." They also work on a contractual basis with several software developers, such as Intentional Educations (see Software Publishers). "Intentional Educations hires a team of authors, and we work with them in developing a project. We have very close contact throughout the process." This division has two major product lines, the first being the PASCAL-based 'Micro-DSS', Decision Support System packages designed for the management executive "to assist in decision making." The two packages presently comprising this line are 'Micro-DSS Finance', a \$1500 financial modeling system, and 'Micro-DSS Analysis', a package for "statistical analysis with ranking and selection", which sells for \$495. Systems to be included in this line should be developed for use on Apple II, Apple III, and IBM microcomputers. The second major line is 'Micro-ESS', record-keeping packages for school administrators. These are being developed for use on Apple II and TRS-80 computers, and presently include Energy Monitor, Bursar, Purchase, and other related programs. Applications Software also publishes Micro-DYNAMO separately ("it didn't fit in either category"). This is a decision support tool, available for the Apple II.



# **SOFTWARE PUBLISHERS-3**

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Anyone interested in having their software included in either of these lines should send a written inquiry, "almost a prospectus/outline," including information on what the program is, what it does, how it differs from the competition, whether it has been tested, what language it is written in, and any other pertinent information. "The more information we have in writing - not more pages, but a good concise description of the product - the more likely it is that we will respond." Royalty arrangements "are confidential, but we don't have a standard contract. We realize there is a difference between books and software, and arrangements are performance-based." There are no plans to publish CP/M software. Written inquiries should be sent to Peter Gordon, Sponsoring Editor.

3) **ELEMENTARY/HIGH SCHOOL DIVISION** - publishes books, software, and book/software packages for elementary and secondary education in a variety of subjects. The division also publishes a series of books on computers in education. Software is tutorial, and applications in the classroom include graphics, mathematics, reading, computer science, and other topics. Most of the programs are written to accompany a particular text. They publish outside authors, and pay "standard" royalties. Query first. Contact Dick Monnard, VP and Editorial Director at Addison-Wesley Publishing Company, Inc., 2727 Sand Hill Road, Menlo Park, CA 94205, (415) 854-0300.

4) **COLLEGE TEXTBOOKS DIVISION** - This division publishes books, software, and book/software packages for all areas of education at the college level. At this time, the software they publish is "most likely to accompany a particular text. It is easier for us to handle right now." They are just developing their software capabilities, and are providing software mainly as supplements to existing texts. This will most likely change in the near future, and more stand-alone software packages will be published. "There is no centralized acquisition mechanism for software," and packages should be directed to the Sponsoring Editor in the College Division for the appropriate field (e.g. engineering, accounting, computer science, physics). "We pay standard, fair royalties." An author should query first.

5) **ADVANCED BOOKS DIVISION** - This division acts as an extension to the College Textbooks Division. When an editor receives a manuscript inappropriate to his department's marketing plans, he sends it to an editor for which the submission is more appropriate. Texts and software reaching this division are most often forwarded from the College Division and are considered more advanced or more professionally oriented than the typical textbooks. "There is no exact dividing line" between the two divisions. Submissions should be sent to the Sponsoring Editor in the College Textbooks Division for the correct subject (as above). Again, standard publishing royalties are paid.

# SOFTWARE PUBLISHERS-4

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**ADVENTURE INTENATIONAL, INC.**, Box 3435, Longwood, FL 32750. Publishes utility, entertainment, and data base software. Outside authors paid on a royalty basis. Submit completed business related or entertainment programs. Contact Mark Sprague, Editor.

**ALGORIX**, formerly Allen Gelder Software, Box 11721, San Francisco, CA 94101, (415)387-3131. Systems software for the TRS-80 Models I and III on tape or disk. Product line currently includes 'Electric Notebook', 'Stretch Super Step', and various simulators and compilers. Most programs are staff written, but some independent authors are dealt with on a royalty basis. Submit an outline first. Contact Allen Gelder, President.

**ALPHA SOFTWARE CORP.**, 12 New England Executive Park, Burlington, MA 01803, (617)229-2924. Markets products for the IBMpc. Present line includes 'Data Base Mangager', 'Mailing List', and 'Type Faces'.

**AMERICAN BUSINESS SYSTEMS INC.**, 3 Littleton Road, Westford, MA 01886, (617)692-2600. This company, consisting of ten people, is looking for COBOL software for Apple, Hewlett Packard, IBM, TI, and Xerox microcomputers. Their products address vertical markets, especially industrial/manufacturing, legal, and project management. Royalty rates and contract details are negotiable. They will provide programming assistance if necessary. Complete documentation of software is required. Query first, they reply within 30 days. Contact: Mr. James Hamilton.

**APPLE-CATIONS**, PO Box 2335, Southfield, MA 48037. Publishes educational, novelty, and business software for Apple microcomputers on tape and disk. Most programs written by staff, but may buy rights or sell on a royalty basis. Contact: Harold Mathis, President.

**APPLIED EDUCATIONAL SYSTEMS**, RFD 2, Box 213, Dunbarton, NH 03301, (603)774-6151. This company publishes school administration software and works as a consulting firm. They deal with Apple, Commodore, IBM, Radio Shack, and Xerox microcomputers. They do not presently market programs from outside authors, but will consider administrative packages. Query first. Contact: Nancie Hamilton, Director of Marketing.

**ASHTON-TATE**, 9929 North Jefferson Street, Culver City, CA 90230, (213)204-5570. Publishes home and business software packages for Apple, Hewlett Packard, IBM, Radio Shack, Xerox and microcomputer systems using CP/M. They

# SOFTWARE PUBLISHERS-5

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market business systems, an example being 'dBASE II', a relational database management system which performs project management, record keeping, and data handling tasks such as accounting, billing, etc. They do publish outside authors. Contact Jim Taylor, Director of Marketing.

**ATARI, INC.**, This well-known micro manufacturer acquires software from independent authors through its Software Acquisitions Centers. They plan to eventually have a chain of these centers set up across the country but, at the present time, they have only two, one in Massachusetts and another in California:

1) Dept. C1R PO Box 427, 155 Moffett Park Drive, B-1, Sunnyvale, CA 94086, (800)538-1862 (in California, (800) 672-1850).

2) 57 John F Kennedy Street, Cambridge, MA 02138, (617) 497-9050.

Atari markets programs written by outside authors in two ways, either as fully-supported products or through the Atari Exchange Program. See Atari in Hardware Manufacturers for a detailed outline of their method of software acquisition.

**AVANT-GARDE CREATIONS**, PO Box 30160, Eugene, OR 97403, (503)345-3043. They presently publish 30 software packages for Apple microcomputers in the business, educational, word processing, utility, and entertainment fields. They will consider all types of programs, and are specifically interested in translations. Outside authors are paid on a royalty basis. Query first. Contact: Mary Carol Smith, President.

**AVTEK, INC.**, 30 Side Cut Road, W. Reading, CT 06896, (203)938-3202. Avtek markets scientific, engineering, and applications software primarily for the Altair computer. Annual sales were \$40,000 in 1980. They seek programs that run in the CP/M 8080-Z80 environment. Royalty rates and contract details are negotiable. Send queries to Mr. John Theys. They reply within two weeks.

**BASICS & BEYOND, INC.**, Pinesbridge Road, Box 10, Amawalk, NY 10505, (914)962-2355. They publish educational, recreational, home, and personal applications for the TRS-80, Atari, and Apple, on tape or disk. Packages include 1 to 30 programs with instructions. These sell in the range \$14.95 - \$29.95. Most software is developed in-house, but they do publish outside authors as well. The company will consider buying the rights to a program but they usually pay on a royalty basis. Contact Walter Koetke, President.

## **SOFTWARE PUBLISHERS-6**

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**BLUEBIRD'S COMPUTER SOFTWARE**, 2267 23rd Street, Wyandotte, MI 48092, (313)285-4455. Bluebird's Inc. provides both packaged and custom software. Their packaged software line consists of programs for data base and information management, statistics and forecasting including securities profiling, mathematics including optimization systems aimed at the sophisticated user, and the more general educational and entertainment programs. Bluebird's specializes in custom software for high technology industries which involves the design and development of applications software for research and development, engineering, and manufacturing. Typical programs perform data analysis, experimental modeling, optimization, and chemical formulation. Media include tape and disc with some source code listings available. Hardware includes the TRS-80 Models I, II, and III. The majority of Bluebird's software is staff written, however, they will deal with independent software writers on a royalty basis. They require exclusive distribution rights. Contact: Mr. Ronald Zasadny, Vice President.

**BMI EDUCATIONAL SERVICES**, Box C, Hay Press Road, Dayton, NJ 08810. Publishes educational books and software for grades K-12.

**BRILEY SOFTWARE**, PO Box 2913, Livermore, CA 94550, (415)455-9139. Briley Software markets a variety of microcomputer software products, many of which were written by independent authors. They have been in business since 1979, and deal exclusively in software for Commodore and Radio Shack computers: PET, CBM-64, VIC-20, TRS-80 I, TRS-80 III. Categories include professional tools for the home and office, games and simulation, and education. Retail prices are generally under \$100. Authors receive royalty payments for their products, based on the following schedule: 20 percent for programs on the original machine, 10 percent for any programs converted to other machines.

The process from initial contact to production usually takes about three months. Submit a one-page typed abstract of each program detailing what it is, what it does, and who might use it. Hardware requirements and options should be listed. For a copy of their submissions guidelines, or if you wish to submit a program, contact the Evaluations Section.

**BRITANNICA COMPUTER BASED LEARNING**, Encyclopedia Britannica Educational Corporation, 425 North Michigan Avenue, Chicago, IL 60611. Publishes courseware for students in kindergarten through junior college "in all the major curriculum areas."

**BRODERBUND SOFTWARE**, 1938 4th Street, San Rafael, CA 94901, (415)456-6424. This company is interested in the following: "Comprehensive business packages, preferably written in a highly transportable language, such as PASCAL;

# **SOFTWARE PUBLISHERS-7**

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machine language entertainment products for the Apple and Atari computers, and business software designed to run on the IBM personal computer and the Xerox 820." Their product line includes 'The Galactic Saga', 'Arcade Machine', 'Space Quarks', and 'Payroll', 'General Ledger with Payables', and others. Broderbund deals with most of its authors on a royalty basis; the percentage is determined by the selling price of the product. They will consider providing royalty advances to authors with very promising material needing additional work. You can obtain a complete author kit by sending them a sample of your work.

Broderbund supports its authors in a variety of ways from providing an art and technical writing staff, to a direct promotions staff that is responsible for marketing the programs, to full-time customer service personnel who will answer customers questions after the package has been marketed. Contact Doug Carlston.

**BYTE-SIZE COMPUTER PRODUCTS**, PO Box 21123, Seattle, WA 98111, (206)236-2066. This company markets programs and accessories for all types of personal computers but specializes in the Sinclair/Timex 1000. They will market software from independent writers on a royalty basis. Contact: Tim Stoner, President.

**CAP ELECTRONICS**, 8462 Hillwood Lane, Tuscon, AZ 85715, (602)296-4978. Recreational programs using sound effects for the PET, TRS-80 Model II, and CompuColor II on tape and disk. According to Claire Whalen, Owner, "programs are mostly staff written but we do sell some programs by others and pay on a royalty basis."

**CMA MICROCOMPUTER**, 55722 Santa Fe Trail, Yucca Valley, CA 92284, (619)365-9718. This company publishes a broad range of professional, medical, educational, administrative, accounting, legal, and financial software packages. A sample of their product line includes 'Academic Secretary', 'Dental Office Management', and 'Personal Text Processor'. Packages are designed for Apple, TRS-80, and IBMpc systems.

Some of their programs are staff written. Outside authors may be dealt with on a royalty basis, or CMA may purchase the software under a development contract or buy the North American rights to the program. Royalties are 15-20: "Most authors accepted earn more than \$50,000 annually from CMA royalties."

"Send only copyright registered material. Include one disk copy, one 80 column listing and full documentation. State the rights available and the requested contractual basis." Contact: Robert Bell, VP, New Products.

# **SOFTWARE PUBLISHERS-8**

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**COMM DATA COMPUTER HOUSE, INC.**, PO Box 325, Milford, MI 48042, (313)685-0113. Publishes educational software for the Commodore PET and for VIC computers. Present catalog includes 'Spelling Quiz' and 'Constellations'.

**COMPRESS**, A division of Educational and Professional Software, PO Box 102, Wentworth, NH 03282, (603)764-5831. They publish educational and professional programs for Apple II users, and market through the book publisher Van Nostrand Reinhold. According to Tom Sears, General Manager, "we are reasonably Apple specific, but want to change that to include IBMpc, TRS-80, Commodore, and Atari microcomputers." They usually market their programs for \$50-\$75 per disk, with packages including up to 14 disks. Compress is looking for academic authors, and is especially interested in programs in physics. They publish high school and college level programs in all disciplines. Compress is presently under contract with approximately 25 independent authors, and pays on a royalty basis. Send programs or inquiries to Tom Sears, General Manager.

**COMPU-TATIONS INC.**, PO Box 502, Troy MI 48099, (313)689-5059. This company deals in educational software for the Apple and Atari microcomputers on disk. They are looking for both educational applications and utility programs for school use. Most programs are staff written, but they do publish outside authors on a royalty basis. Send programs to Charles D. James, President.

**COMPUTER MARKETING CORPORATION**, 116 South Mission, Wenatchee, WA 98801, (509)663-1626. Markets governmental accounting and mailing list programs for the Cado, Superbrain, and Altos microcomputers. According to Jerry Jones, President, "We have staff written programs and also market programs written by others - depends on the program whether we buy all rights or deal on a royalty basis." Publishes source code listings on tape, disk, and in book form, and installs software on service bureaus.

**COMPUTER STATIONS, INC.**, 11610 Page Service Drive, St. Louis, MO 63141, (314)432-7019. Publishes utility packages for Apple microcomputers. Their software product line is composed exclusively of graphics related programs ranging in price from \$35 to \$50. These include 'Dithertizer II', 'Graphics Dumps', 'Graphics Writer', and 'Combined Graphics Writer'. They are not actively seeking outside authors, however, two of their eight packages were written by independent authors. Submit an outline of your program with tape or disk and documentation. Contact Lynn Busby, President or George Baltzel, Systems Engineer.

# **SOFTWARE PUBLISHERS-9**

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**COMPUTERWARE**, PO Box 668, Encinitas, CA 92024, (714)436-3512. Publishes software for business applications, home entertainment, personal use, utilities, and systems software for 6809 based systems. Computerware is looking for 6809 assembly language games or programming tools, and sophisticated BASIC business applications. They deal with outside authors on a royalty basis. You may query first or send your program. Contact: Paul Searby, Director of Software Development.

**COMPU-THINGS**, 270 Broadway, Suite -2, Revere, MA 02151, (617)289-8866. This company specializes in business, utilities, and games programs for the TRS-80, Apple, and Atari. They solicit submissions from independent authors, and pays on a royalty basis. Contact: Frank Botta, Jr., President.

**CONNECTICUT INFORMATION SYSTEMS CO.**, 218 Huntington Road, Bridgeport, CT 06608, (203)579-0472. Markets software to convert the Apple II into an advertising communications system: The user enters the text of an ad, and the program then broadcasts the ad to color TV sets connected to the system. Users include store windows, counter displays, trade show exhibits, et cetera. This company also markets data plotting software. Most programs are staff written, but they do pay a royalty for non-staff written software. Contact: Howard Rothman, Director.

**CONNECTICUT MICROCOMPUTER**, 34 Del Mar Drive, Brookfield, CT 06804, (302)775-4595. Publishes business software for the PET on tape and disk. 80% of the programs are staff written, the rest procured from independent authors on a royalty basis. Contact: Richard Rosner, VP.

**CREATIVE COMPUTING SOFTWARE**, PO Box 789-M, Morristown, NJ 07960, (201)540-0445. A division of Creative Computing Magazine, one of the leading journals of software and applications. (See Creative Computing under Magazines.) According to Sheryl Kennedy, Marketing Coordinator, they publish over 700 programs for eight popular microcomputer systems including business, educational, recreational, and other personal applications. Media include tapes, disks, and books. A majority of their software is published on a royalty basis, although they occasionally purchase all rights. Special projects are developed in-house. They market worldwide through their magazine, so you can expect good exposure. Applications from freelance programmers are invited. Contact: Sheryl Kennedy.

**CREATIVE DISCOUNT SOFTWARE**, 256 South Robertson Blve., Suite 2156, Beverly Hills, CA 90211, (800)824-7888. A distributor of games, business, medical, dental, and educational software for TRS-80, Apple II, Apple III, and Texas Instruments (TI-99/14) microcomputers.

# SOFTWARE PUBLISHERS-10

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**CREATIVE SOFTWARE**, 201 San Antonio Circle, Mountain View, CA 94040, (415)948-9595. Publishes educational, personal/home, and games software for Commodore VIC-20 and 64, and PET/CBM. They are looking for the same from outside authors. The games should be of arcade quality and the educational programs should be conceptual. Creative Software will either buy the rights to a program or deal on a royalty basis. Send the program or query first. Contact: New Products Department.

**CYBERNETICS, INC.**, 8041 Newman Avenue, -208, Huntington Beach, CA 92647, (714)848-1922. Publishes business applications, systems software, utilities, and language processors for the TRS-80 Models I and II CP/M and Oasis systems. Media include source code listings, tape, disk, and book form. Cybernetics engages in both internal development of software and marketing of packages developed by others. Marketing arrangements (rights vs. royalties) depends on particular circumstances. They are looking for "unique" rather than "me too" applications. Submit a proposal or outline of the program on tape or disk with complete documentation. Contact: Joe E. Sheldon, President.

**DATA 20 CORPORATION**, 23011 Moulton Parkway, Suite B10, Laguna Hills, CA 92653, (714)770-2366. Data 20 is actively seeking authors who write applications programs but "NOT games". Packages should run on Apple, Atari, VIC-20, Commodore 64, PET or 6502 compatible or CP/M based-system. They provide a national marketing strategy along with manufacturing, distribution, and technical support. They will market a program under the author's name or their name.

**DATA TRAIN, INC.**, 840 NW 6th Street, Suite 3, Grants Pass, OR 97526, (503)476-1467. Deals in business bookkeeping, management information products, and data base management systems for business. Computers include TRS-80 Models I and II. Software distributed in disk form only. All software is staff written.

**DIGITAL RESEARCH**, PO Box 579, 160 Central Avenue, Pacific Grove, CA 93950, (415)649-3896. This company is primarily concerned with systems software: operating systems, languages, utilities, programming tools. They are presently developing graphics systems for 8 and 16 bit machines.

Digital Research's operating systems, for 8 and/or 16 bit systems, include CP/M, MP/M, CP/NET, and CONCURRENT. Some of their language packages, also for 8 and/or 16 bit machines, are CBASIC interpreter and compiler, PASCAL/MT, PO1, C, CIS COBOL, and Level II COBOL. Their product line includes close to thirty systems software packages.



# **SOFTWARE PUBLISHERS-11**

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This company has no set arrangement for acquiring software. According to Pat Lucas, Marketing Communications Director, "we sometimes buy a company [this includes individuals who have incorporated] to acquire a product, and we occasionally develop a contract to work in conjunction with an outside source if they are currently developing something we are interested in. This would be almost on a consultant-type basis, and the end product belongs to us."

Digital Research has developed an independent software vendor support plan (ISV Support Plan) through which they help independent software authors market their programs. According to Rob LaTulipe, ISV Coordinator, this Plan is designed to provide "very limited" aid to a program developer. ISV can increase a vendor's exposure by including a software package in Digital Research's CP/M Compatible Catalog.

Digital Research also publishes news about the software field in Forum, a quarterly newsletter (contact Mr. LaTulipe to receive a copy). Seminars are held to discuss business issues affecting the software writer/marketer and to instruct the vendor in marketing methods. Finally, ISV sponsors cooperative advertising between Digital Research and the marketer (they usually only deal with an established package).

Each program is dealt with on an individual basis, and all contractual details are negotiable. Contact Rob LaTulipe, ISV Coordinator.

**DILITHIUM PRESS**, 11000 SW 11th Street, Suite E, Beaverton, OR 97005 (503)646-2713. Publishes software for applications including business, education, games, home use, scientific and utilities. Their software packages run on most popular micros including Apple, Atari, Commodore, Hewlett-Packard, IBM, TRS-80, Texas Instruments and Xerox. Also publishes book/software packages. (See Book Publishers). Royalty rates reach 25%. Submit a tape or disk copy with printed listings and documentation or a proposal with outline to Merl K. Miller, President or Nancy Morrice, Editorial Assistant to the President.

**DISCOVERY BAY SOFTWARE CO.**, PO Box 464, Port Townsend, WA 98368, (509)385-4840. Publishes utility, educational, and recreational software for the TRS-80. Programs sell in the \$15-\$30 range. Tape only. All programs are staff written. Contact: Phillip C. Pilgrim.

**DORSETT EDUCATIONAL SYSTEMS, INC.**, PO Box 1226, Norman, OK 73070, (405)288-2300. This is a public company, 29 years old, grossing well over \$1,000,000 per year. They specialize in educational, business, and personal software. Typical

# SOFTWARE PUBLISHERS-12

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programs run on popular microcomputer systems and cover applications such as auto-mechanics, reading comprehension, classics, US history, general shop practice, physics, and economics. Retail prices range from \$5 to \$300. Emphasis is on interactive usage. They like training programs which are multi-media in content and include interactive computer software, written material, slides, and verbal information on tape. Dorsett will either buy all rights (a fee of a few thousand dollars is typical) or pay on a royalty basis. Submit a proposal or outline. Contact: Mr. Lloyd G. Dorsett, President and Chairman at (405) 321-0000.

**DUOSOFT CORPORATION**, 1803 Woodfield Drive, Savoy IL 61874, (217)356-7542. Publishes business software for IBMpc, Apple II and TRS-80 systems. Their current product line includes 'Participative Management Skills,' and 'Business Planner.' Contact Christy D. Barr, Marketing Services Manager.

**EDUCATIONAL ACTIVITIES, INC.**, PO Box 87, Baldwin, NY 11510, (516)223-4666. Publishes "teacher authored" educational programs including science, math, reading, spelling, language arts, literacy, programming for TRS-80, Apple II, and PET microcomputers. They publish remedial and developmental programs, and educational tools for all ages. All software is presently written in-house.

**EDU-WARE SERVICES, INC.**, 28035 Dorothy Drive, PO Box 22222, Agoura, CA 91301, (213)706-0661. They presently carry two product lines: CAI and science fiction gaming software, both for Apple II, Apple II Plus, IBM, Atari, and PET, tape and disk. Their educational software is designed for use by schools and home users. 'SAT and 'PASAT Word Attack Skills', 'Spelling Bee', 'Reading Primers', and 'Rendevous' are a few of the titles currently being marketed by Edu-Ware. At present, all programs are staff-written, but they invite outside authors to contact them at which time rights or royalties may be negotiated. Contact: Sherwin Steffin, Director of Research and Development.

**ESCAPE, LTD.**, PO Box 1771, Rockwell, GA 30075, (404)971-5349. Escape has been in business for 4½ years. They look for software for applications in any field, and are especially interested in business and science programs which use a daisy wheel printer. The company claims they have had very successful relationships with independent authors in the past and will supply interested parties with the names of programmers they have worked with. Contact: Ms. Claudia R. McCutcheon, President.

# **SOFTWARE PUBLISHERS-13**

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**FMG CORPORATION**, 5295 Wedgewood Drive, FortWorth, TX 76133, (817)294-2510. Markets business applications for the TRS-80 Models I and II, disk. They will either buy outright or pay a royalty, depending on the circumstances. Contact: Donald H. Schaufler, President.

**GESSLER PUBLISHING CO., INC.**, 900 Broadway, Suite 10A, New York, NY 10003, (212)673-3113. Publishes foreign language computer-aided instruction packages for Apple, Atari, and TRS-80 microcomputer systems. Packages available for French, Spanish and ESL.

**J.L. HAMMETT CO.**, Box 545, Braintree, MA 02184 (617)848-1000. A publisher of books (See also Book Publishers) and software for education in elementary and secondary schools in the areas of math, language arts, sciences, administration and business. Contact Rick Holden, Microcomputer Division.

**HARTLEY COURSEWARE, INC.**, Box 431, Dimondale, MI 48821, (616)942-8987. This company publishes educational software that can be modified for the users own purposes. Teachers can adapt and extend the lessons already provided. The programs keep records of errors made for later evaluation. The packages are geared for grades K-10, and can be run on Apple II systems.

**HAYDEN SOFTWARE**, a division of Hayden Publishers (see book publishers), PO Box 8428, 600 Suffolk Street, Lowell, MA 01853, (617)937-0200. Publishes software and books for microcomputers. They have the following divisions for marketing software: business, professional, systems and utilities, games, educational. Applications include graphics, programming language tutorials, systems design, assembly languages, and engineering. Hayden welcomes programs of all types for the Apple, Atari, and TRS-80 microcomputers. They market programs by outside authors on both a royalty basis and by purchasing the rights. Send a query to the Product Manager of the appropriate division as listed above.

**IJG, INC.**, 1260 West Foothill Blvd., Upland, CA 91786 (714)946-5805. Publishes business, home use and utilities software for TRS-80 micros. Publishes outside authors. Contact Harvard Pennington, President. (See also Book Publishers).

**INSTANT SOFTWARE, INC.**, a subsidiary of Wayne Green, Inc., publisher of 80-Micro and several other leading magazines, Route 101 and Elm Street, Peterborough, NH 03458, (603)924-7296. Instant Software publishes business, educational, games, and utilities for the TRS-80 Model I (level II only), Model II, and Model

# **SOFTWARE PUBLISHERS-14**

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III, Apple II (Applesoft), Atari, PET, TI 99/4, TRS-80 Color Computer, PMC, LNW, and Timex ZX-81. According to Suzanne McCarthy, Director of Sales, they are "the world's largest publishing house for microcomputer programs, with sales in 22 countries."

Outside authors should send for their free "Software Documentation Guide" which explains submission procedures and royalty arrangements in detail. Instant Software feels they "offer authors excellent market exposure through an international network consisting of over 300 stores and an aggressive mailorder business." Contact: Kevin Burton, Submissions Coordinator.

**INTELLIGENT STATEMENTS**, The Courtyard, Suite 21, PO Box 2602, Chapel Hill, NC 27514, (919)942-0008. Publishes "grown-up gameware" for the IBMpc. They are actively seeking independent authors of "intelligent, innovative and sophisticated games." Intelligent Statements provides a free Author's Kit to interested authors, and they will evaluate games sent to them on disk or described in writing.

**INTENTIONAL EDUCATIONS**, 341 Mt. Auburn Street, Watertown, MA 02172, (617)923-7707. This is a non-profit curriculum development company. They develop software and educational publications under contract with publishing houses. The usual chain of events is as follows: An idea for a package is formulated, and a group is formed to write a proposal. The proposal is taken to a publishing house, and if they are interested in the project, a contract is entered into for its development. Intentional Educations then has in-house programmers write the software, and contracts with outside authors for the documentation. The software they produce is educational in nature, games, tutorials - "anything that goes with the usual classroom material." Theoretically they could accept a completed program from an outside author, but that rarely happens since they are interested in developing a complete curriculum package. Intentional Educations does have a standard royalty contract for work done outside the company. Query first. Contact Peter Dublin, President.

**INTERACTIVE MICROWARE, INC.**, PO Box 771, State College, PA 16801, (814)238-8294. Markets scientific, educational, and business programs for Apple systems. Sells source code listings, disks, tapes, and books of programs. Products include BASEX Compiler and Loader, PRO-TYPE word processor, North Star Utility programs, and TRS-80 games. All their software is currently staff written. Submit an outline of any proposals. Contact: John R. Kalasky, General Manager.

**J&S SOFTWARE**, 140 Reid Avenue, Port Washington, NY 11050. They are actively recruiting authors of "quality educational programs" for the Apple II and TRS-80 microcomputers.

# **SOFTWARE PUBLISHERS-15**

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**K-12 MICROMEDIA**, PO Box 17, Valley Cottage, NY 10989, (201)391-7555. This company publishes and distributes books and software for educational use. They are actively seeking authors who can provide software for individual subject areas, school administration, media center, learning games, and entertainment uses. The software should be for Apple, Atari, PET, or TRS-80 microcomputers. K-12 Micromedia provides "full editorial services, copyright registration, complete packaging, as well as marketing experience to increase exposure and sales to the school market." They either purchase the rights to the program, or offer royalty arrangements. Programs, with complete documentation should be sent to Leslie Nassau, Editor.

**LIFEBOAT ASSOCIATES**, 1651 Third Avenue, New York, NY 10028, (212)860-0300. Markets over 200 software packages for a wide variety of applications for most CP/M systems, including North Star, ICOM, Micropolis, Dynamyte DB 8/2 and DB 8/4, Exidy Sorcerer, SD Systems, Altair, Vector MZ, Meca, 8" IBM, Heath H17 and H89, Helios, Amsai VDP42 and VDP44, REX, NYLAC, Intertec Superbrain, Vista V80 and V200, TRS-80 Models I and II, Altos, Ohio Scientific, Digi-Log, Kontron PS180, IMS 5000 diskette formats and CSSN backup cartridge tapes. A sampling of their offerings includes systems software, general ledger, word processing, apartment management, inventory, accounts payable, accounts receivable, payroll, PASCAL/M, PASCAL/Z, PASCAL/MT, ALGOL-60, and CBASIC-2. They market programs written by independent authors and deal both on a royalty basis or purchase software products out-right. They will accept programs on tape and disc as well as source code listings and programs in book form. Send for their catalog to get a feeling for what they stock and typical retail prices. They are a major international distributor - "the world's biggest source of micro and minicomputer software" - with subsidiaries in England, France, Japan, and Switzerland. Contact Carol W. King, Administrative Assistant.

**LIGHTENING SOFTWARE, INC.**, PO Box 11725, Palo Alto, CA 94306 (415)956-1855. They publish educational software for Apple microcomputers and are looking for educational games and computer literacy tools. Lightning's product line includes 'Mastertype' - which they say is "one of the best selling educational programs ever." They publish software written by outside authors on a royalty basis. Send completed program to: Bruce Zweig, President.

**LOTUS**, 55 Wheeler Street, Cambridge, MA 02138, (617) 492-7171. This company develops business program in-house for IBMpc users, including EBS, a business graphics package, and 1,2,3, a management package. They do not publish software written by outside authors.

# SOFTWARE PUBLISHERS-16

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**MASTERS SOFTWARE COMPANY**, PO Box 214, Sandy, UT 84091, (801)571-7590. Publishes business, industrial, engineering, systems, and personal applications for CP/M systems. Masters publishes the source code listings on tape, disk, and in book form. They market both in-house and independently written programs. They are looking for industrial programs in particular. They deal with outside authors on a royalty basis, and currently have three authors under agreement. They also have "two major corporations under contract, providing software for their needs," according to James O. Goodwin, Owner. Query first; send a description of your program to Mr. Goodwin.

**MAX SOFTWARE PUBLISHING**, 2334 Walsh Road, Suite D, Santa Clara, CA 95050, (408)727-2273. This company is actively seeking outside authors of IBMpc software. They market a wide range of applications, including compilers, terminal emulators, business, and games. They provide documentation, testing, packaging, advertising, and support for authors under contract. Send a brief description of your program or idea with a self-addressed, stamped envelope for reply.

**MAX ULE & COMPANY, INC.**, 6 East Third Street, New York, NY 10017, (800)223-6642 or (212)687-0705. Publishes stock market programs for the TRS-80 I and II, North Star, and any CP/M system, on tape and disk. Deals with outside authors on a royalty basis. Send query first. Contact Max Ule, President.

**MED SYSTEMS**, PO Box 3558, Chapel Hill, NC 27514, (919)933-1990. Publishes educational, utilities, and games programs for the Atari and IBMpc microcomputers. They are especially interested in marketing games. They presently have 10 independent software writers under contract. Med Systems sometimes buys the rights to programs, but usually deals on a royalty basis with the percentage ranging from 15-25%. Send programs to the Software Manager.

**MICRO ARCHITECT, INC.**, 96 Dothan Street, Arlington, MA 02174, (617)643-4713. This company publishes software for accounts receivable, accounts payable, general ledger, and payroll. Applications also include interactive data base manager, mailing list, inventory control, and word processing for the TRS-80 Models I, II, III and 16, Heath, and computers supported by CP/M, such as IBMpc, Xerox 820, and Alto. 80% of their programs are staff-written, 20% they modify, support, and acquire full rights to. Contact Tony Pow, President.

**MICRO LEARNINGWARE**, 360 Pierce Avenue, Room 106, North Mankato, MN 56001, (507)625-2205. Deals in a variety of educational, home and business software for primary and secondary schools. Computers include the TRS-80, Apple, and the

## **SOFTWARE PUBLISHERS-17**

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8K PET. Most of the more than 180 packages they presently market are staff-written, but some are procured from outside sources. They pay a 15% royalty. Submit tape or disk with documentation. Contact: Ted Allen, New Products Manager.

**MICROPRODUCTS**, 24627 Watt Road, Ramona, CA 92065, (714)789-6510. They publish utility and scientific applications for the Apple II and III on tape and disk. Their product line includes assemblers, disassemblers, and debuggers. At present they only have one independent author, but are interested in publishing outside writers on a royalty basis. They are looking for innovative software for business and utilities. Send programs to Ed Verner, Director.

**MICROSOFT CORPORATION**, 10700 Northup Way, Bellevue, WA 98004, (204)828-8080. One of the leading houses for developing and marketing systems software (compilers, interpreters, assemblers, DBM's) for 8080, Z80, 8086, Z8000, 68000 and 6809 microprocessors on disk. They also offer "an extensive range of fully-supported microcomputer languages, operating systems, and applications software" for Apple and IBM micros and systems using MSDOS, XENIX, or CP/M-80. Programs are both staff written and purchased outside. According to Alan Boyd, manager of software aquisition, the company provides strong support for independent authors in terms of documentation, marketing, and distribution of products, as well as financial resources for packages which are 80% complete. Contact: Peter Dyer, OEM Sales Manager.

**MICRO-SPARC, INC.**, Systems Division, PO Box 325, Lincoln, MA 01773, (617)259-9710. Micro-Sparc is the publisher of Nibble Magazine, a magazine for Apple computer users. This new software division publishes game, business, and utility software for Apple, Atari, and IBMpc microcomputers. They are actively seeking outside authors and offer strong support in packaging, marketing, and distribution of products. Call or send a disk copy of your work for evaluation. Contact David Szetela, Technical Editor.

**MILLIKEN PUBLISHING COMPANY**, Computer Software Department, 1100 Research Boulevard, St. Louis, MO 63132, (314)991-4220. Publishes books and educational software for Apple, Atari, TI, Commodore, and IBM microcomputers (also see Book Publishers). They are looking for educational programs appropriate for homes and/or schools. Milliken presently has five independent authors under agreement. They buy rights to programs or deal on a royalty basis depending on the circumstances. They publish well-documented programs and "have experienced programming and editing staffs to revise submitted programs if necessary." Contact: Nancy McIlvain, Editor.

# SOFTWARE PUBLISHERS-18

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**MIS**, 250 Fern Rock Way, Boulder Creek, CA 95006 (408)338-9546. Publishes software for the Commodore. Interests are education, games and home use. Publishes outside authors. Contact Jeff L. Shyshka (also see Book Publishers).

**MLI MICROSYSTEMS**, a division of MLI Industries, Inc., 50 Hunt Street, Watertown, MA 02172, (617)926-2055. Mailing address: PO Box 825, Framingham, MA 01701. This six-year old company publishes software for all applications on the IBMpc and compatible systems. They are actively seeking outside authors for entertainment, utilities, graphics and other programs, and are especially interested in unique applications. According to Peter Gordon, President, "We will consider all types of software with the possible exception of accounting programs. We are looking beyond the normal accounting and word processing software."

Presently about one half of their product line consists of software developed by independent authors. MLI deals almost exclusively on a royalty basis, from 15-25 percent depending on the program's potential and innovative qualities. Advances can be discussed. Once an agreement has been reached with an author "there are very few guidelines and parameters. We have in the past provided computers for local authors to work with, and we can help them with specifications if the coding hasn't been completed." MLI will handle all documentation, but asks that authors provide at least a rough draft. All customer service is handled by the company. You can send programs, but "it is better to query first." Contact Peter Gordon.

**MONUMENT COMPUTER SERVICE**, Village Data Center, PO Box 603, Joshua Tree, CA 92252, (619)365-6668. Publishes medical, dental, legal, business, educational, accounting, and games software for the Apple and IBMpc computers. They market programs by outside authors and may either buy rights or pay on a royalty basis. Contact Ed Martin, Manager.

**MUMFORD MICRO SYSTEMS**, Box 400, Summerland, CA 93067, (805)969-4557. Mumford markets utility programs for the TRS-80 Models I and III in tape, disk, and book form. They publish outside authors on a royalty basis. Query or send the program to B. Mumford, President.

**MUSE SOFTWARE**, 347 North Charles Street., Baltimore, MD 21201, (301)659-7212. Muse publishes software in the following applications: business, educational, educational games, and games. They are interested in seeing all types of software and deal with outside authors on a royalty basis. Query first. Contact Ralph Sanchez, Software Submissions.



# SOFTWARE PUBLISHERS-19

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**NIBBLE (see Micro-Sparc in this section)**

**PEACHTREE SOFTWARE, INC.**, Corporate Headquarters, 3445 Peachtree Road NE, Atlanta, GA 30326, (404)239-3000. This company publishes business, home, and scientific software for most popular brands of microcomputers, including Apple, Hewlett Packard, IBM, Radio Shack, Xerox, Zenith and systems using CP/M and Microsoft. A sample of their business software includes the Peachpak 8 Accounting Series (Accounts Payable, Accounts Receivable, Sales Invoicing, Inventory Control, and PeachPay Payroll) and the Peachpak 9 Office Productivity Series (PeachText, PeachCalc Electronic Spreadsheet, Spelling Proofreader, Mailing List Manager, and Telecommunications). They do publish packages written by outside authors. Contact Richard Glenn, Acquisitions Manager.

**POTOMAC MICRORESOURCES, INC.**, PO Box 277, Riverdale, MD 20737, (301)864-4444. Publishes educational packages for school or home use. They have programs for children pre-K through the 4th grade on the Apple II Plus 48K. They publish packages that allow the user to "make their own lessons easily."

**PRENTICE-HALL INC.**, Rte 9W, Englewood Cliffs, NJ 07632 (201)592-2000. A large publishing company (4000 employees) primarily engaged in book publishing (see Book Publishers) but also publishes microcomputer software for most popular micros. Subjects of interest include business, programming, education, home use, and scientific applications. Particularly interested in interactive tutorial programs to be marketed to colleges and professionals. They wish to have a proposal sent first consisting of market analysis, competitive products, benefits of the product, complete documentation and a demo disk copy. Contact Joan Wait, Software Acquisitions Manager, ext 2148.

**QUALITY SOFTWARE**, 6660 Reseda Blvd. -105, Reseda, CA 91335. Publishes software and books on the following applications: games, utilities, database management, systems, business, for the Apple, TRS-80, IBM, Atari, Commodore, and CP/M based systems. Media include disks, tapes, and books. They are looking for "any good machine language programs or books for Apple, Atari, IBM, Commodore, and CP/M-based" microcomputers. Programs are both staff-written and written by independent authors. They pay royalties in some cases and buy all rights in others. Quality Software presently has approximately 20 authors under agreement. They market world-wide by phone and by mail-order to individuals, wholesalers, and distributors. Send programs. Contact Sandy Pierce, Marketing Director, or the Software Review Department.

# SOFTWARE PUBLISHERS-20

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**RACET COMPUTES, LTD.**, 1330 North Glassell, Suite 'M', Orange, CA 92667, (714)997-4950. Deals primarily in utilities, operating systems, and programmers aids for the TRS-80 Models I,II,and III and NEC PC-6000, PC-8000, and PC-8800, tape or disk. Prices range from \$15 to \$500. They market world-wide; approximately ½ their sales are non-US. They will market independent writers on a royalty basis, negotiated by contract. Racet presently has 10 full-time outside consultants and 5 part-time (in-house staff ' 10 people). Query first. Contact Scott Johnston, VP, Software Development.

**READER'S DIGEST SERVICES, INC.**, Department 0589-X, Pleasantville, NY 10570. They deal in business and administrative applications, training, educational games, and school subjects. Their current product line includes Problem Solving Strategies, Listmaker, Vocabulary Edu-Disks, and Mathematics Assessment/Prescriptive Edu-Disks. Software is written both in-house and by independent authors. The company is looking for "user-friendly business applications for the micro-market and educational games for home and school." In some cases they buy the rights to a program, at other times they pay royalties. Query first. "No programs should be submitted until the prospective author receives our submission package." Contact the Software Manager.

**RESTON PUBLISHING COMPANY**, 11480 Sunset Hills Road, Reston, VA 22090, (703)437-8354. This company publishes books (see Book Publishers) and educational and entertainment software for Apple and Atari computers. They also publish instructional book/software packages, such as PAINT, a book of art activity instructions for youngsters with Draw, Fill, Erase, Mix, Circles, Rectangles, and Artshow computer programs on disk. They publish outside authors.

**SAT TRAK INTERNATIONAL**, 4543 Templeton Gap Road, Colorado Springs, CO 80917, (303)574-4150. Publishes scientific software for professional and educational use. Computers include the TRS-80, Apple, and Sorcerer. They also have 8K Basic or ANSI 66 Fortran listings. All the programs are written in-house although some graphics packages have been produced by consultants. As of January 1, 1982, all sales and marketing were taken over by Quality Software, 6660 Rededa Blvd., Reseda, CA 91335. For technical information, contact William N. Barker, 18840 Lake Forest Lane, Monument, CO 80132.

**SCOTT, FORESMAN ELECTRONIC PUBLISHING**, 1900 East Lake Avenue, Glenview, IL 60025, (312)729-3000. This company publishes educational and administrative software. "The material in each module is fully compatible with standard curriculum, so teachers can integrate module lessons with regular teaching

# **SOFTWARE PUBLISHERS-21**

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plans.” Their management packages are appropriate for both schools and churches, and provide programs for typical business applications, such as mailing and accounting. Contact Dale LaFrenz, VP and General Manager or Larry Sink, Marketing Coordinator.

**SENSIBLE SOFTWARE**, 6619 Perham Drive, West Bloomfield, Michigan 48003, (313)399-8877. Publishes software for educational and utility applications. They market programs written by outside authors on a royalty basis, and are interested in business applications as well as the above. Send the program or query first. Contact Tracy Shelley, Marketing Director.

**SIRIUS SOFTWARE, INC.**, 10364 Rockingham Drive, Sacramento, CA 95827, (916)366-1195. This company publishes a wide line of computer games for Apple, IBM, Atari, VIC 20, TI 99/4, and Commodore 64 microcomputers. They are currently marketing approximately 35 packages, including Dark Forest, Epoch, Minotaur, Fast Eddie, Call to Arms, Gorgon, and Free Fall. Their games sell on both disks and cartridges at an average price of \$15.

Sirius is interested in fast-action and adventure games. “We don’t deal with many strategy games,” says Ernie Brock, Product Manager. He maintains “about half our programs are written by outside authors.” The company provides all the artwork as well as advertising and disk/cartridge protection. They can provide some technical assistance to help finish a project.

According to Mr. Brock, Sirius is “one of the largest distributors of game software. A typical game cartridge will sell 10,000-50,000 copies, and disk copies sell between 5,000 and 20,000 copies. Sirius may buy rights to a program or pay a royalty ranging from 3-21%. Authors guidelines are available. Contact Ernie Brock, Product Manager.,

**SIR TECH SOFTWARE**, 6 Main Street, Ogdensburg, NY 13669, (315)393-2640. Publishes personal, business, games, and educational software for Apple, UCSD, and Pascal systems. Current products include Galactic Attack, Star Maze, and Wizardry game systems. According to Robert Woodhead, VP Systems Design, “We market in-house and outside software. Outside software is marketed in a royalty basis. We actively solicit submission of Pascal programs for possible marketing.” All Pascal programs are linked with the Apple funtime software package in order to eliminate the need for Pascal hardware. Contact Robert Sirotek

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**SOFTWARE ETC.**, 14400 Dallas Parkway, Dallas, TX (214)392-1771. Publishes business software for the TRS-80. Some programs are staff written, others written by independent authors and marketed by Software Etc. Offers generous royalties. Contact: Russell Lynne, President.

**THE SOFTWARE GUILD**, 24213 Clawiter Road, Hayward, CA 94545, (415)887-6699. According to the preamble of their marketing agreement, the Guild "is an organization created for the express purpose of helping authors develop, package, market, protect and advertise computer software." Contacting the Guild will get you a package of information describing their goals and marketing standards, as well as a sample licensing agreement and samples of their advertisements. A letter from Joseph A. Levy states, "before founding The Software Guild, we created and developed the marketing techniques for what are today the largest retail distribution networks in the microcomputer industry."

The Guild is interested in marketing all applications for all microcomputers. They enter into an agreement with independent authors which defines Guild standards, product standards, marketing standards, and customer service. They offer copyright and trademark registration, support in coding and piracy protection, distribution systems, warranty protection and customer service. Their royalty percentages are as follows: 25% of sums received by the Guild on amounts up to \$200,000, 20% on \$200,000 to \$400,000, 15% on \$400,000 to \$600,000, and 10% on any amount over \$600,000.

The Software Guild has recently entered into a marketing agreement with Tops & Trowsers, a California retail clothing chain. Contact Regina LaRocca-Berdak, Contract Administrator.

**SOFTWARE INDUSTRIES**, 902 Pinecrest, Richardson, TX 75080, (214)235-0915. Markets games, educational, graphics, and business applications for the TRS-80 and TI 99/4A, tape and disk. Custom programs are staff-written. Outside authors are also published on a royalty basis. Looking for programs for all the above applications. Contact: Ted Carter, Programming Manager.

**SOFTWARE PUBLISHING CORPORATION**, 1901 Landings Drive, Mountain View, CA 94043, (415)962-8910. Publishes software for Apple microcomputers. Applications include business, scientific, and home use. Software Publishing Corporation publishes the PFS Family of Software, a management system including PFS:FILE, PFS:GRAPH, and PFS:REPORT. All programs are written in-house. Contact Janelle Bedke, General Manager.

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**SOFTWARE SOLUTIONS**, 9124 Highway 17, Scotts Valley, CA 95066, (408)438-2433. Publishes business and legal applications for the Apple computers. They market both in-house and independently authored software, on a "generous royalty basis, it's negotiable." Query first. Contact Jeff Park, Manager.

**SOFTWORX, INC.**, PO Box 9080, Seattle, WA 98109, (206)284-7388. This company deals in entertainment, educational, utilities, and business applications, and financial/personal planning. Software runs on the TRS-80, Apple, Commodore PET/CBM, North Star, and Atari systems. An example of their product line is a program for insurance brokers to help them sell policies. It compares different policies for clients, generates proposals, prints quotations, etc. Suggested retail price is \$375. Programs are on tape and disk. SOFTWORX solicits submissions from independent software writers, and will either pay on a royalty basis or buy all rights. Contact: Mr. Thomas Masters, President.

**SORCIM**, 2310 Lundy Avenue, San Jose, CA 95131, (408)942-1727. Publishes business software for most popular microcomputers. Operating systems include CP/M, IBM DOS, MS/DOS, and CP/M 86. Query first. Contact Barbara Feinberg, Communications Department and request that your letter be forwarded to the appropriate office.

**SOUTHEASTERN EDUCATIONAL SOFTWARE**, 3300 Buckeye Road, Atlanta, GA 30341, (404)457-8336. Publishes software packages for the education field. They have both administrative and instructional software for use on Apple II microcomputer systems. Current product line includes 'Registrar', 'textbook Inventory', and 'Portfolio', a stock market simulation package.

**SOUTHEASTERN SOFTWARE**, 7743 Briarwood Drive, New Orleans, LA 70128, (504)246-8438. Publishes communications and data base software, and is looking for all kinds of programs to market. Outside authors are dealt with on a royalty basis. Query first. Contact G. McClelland, Owner.

**SPINNAKER**, 215 First Street, Cambridge, Ma 02142, (617)868-4700. According to Nancy Evans, Spinnaker is "one of the leaders in educational games." They are expanding into the home management market. Their software runs on Apple, Atari, IBM, and Commodore 64 microcomputers, in disk format only. All the programs Spinnaker publishes are written by outside authors. The company is only interested in programs with "strong interactive play level," and they like to see high resolution graphics, animation, and good use of color. The programs can be geared to any age

# **SOFTWARE PUBLISHERS-24**

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level. Spinnaker pays their authors royalties which are negotiated individually. They provide some technical assistance to help finish and document a software package. The program "doesn't have to be in finished form" when submitted. Send the program and documentation on disk. Contact Nancy Evans, Editor.

**SQUARE DEAL SOFTWARE**, 295 Jessamine Ave., Yonkers, NY 10701, (914)476-1280. Markets financial software nationally. This company works on a cooperative basis; "our standard 20% fee applies only to those programs actually sold." They provide support for documentation, packaging, marketing, and advertising. Square deal reviews a program to "evaluate its commercial capabilities," and "there is no cost to the programmer - we'll absorb all basic start-up costs until the program reaches the market." Call or write for more information.

**SRA**, Science Research Associates, Inc., 155 North Wacker Drive, Chicago, IL 60606. Publishes educational packages for kindergarten through adult students. Their software runs on Apple, Atari, Commodore, IBM, Tandy, or Texas Instruments computer systems, and includes programs in phonics, language arts, math, administration, and computer awareness.

**STANDARD SOFTWARE CORPORATION OF AMERICA**, 10 Mazeo Drive, Randolph, MA 02368, (617)963-7220. Publishes software for Apple, IBMpc, and CP/M based systems. Provides aid in program design, preparation of documentation, and pre- and post-sale customer service. Contact Robert G. Tepper, President or John Shagoury, Director of Marketing.

**STERLING SWIFT PUBLISHING COMPANY**, 1600 Fortview Road, Austin, TX 78704, (512)444-7570. Publishes educational software for Apple, Commodore, Radio Shack, and TI microcomputers. Their product line currently includes 'Discover Basic', 'Arithmetic Classroom', 'Elementary Mathematics Classroom Learning System', and others. They are looking for programs in all areas of education for grades K-14. This company publishes works by independent authors on a royalty basis. Query first. Contact Sterling Swift

**STONEWARE, INC.**, 50 Belvedere Street, San Rafael, CA 94901, (415)454-6500. This company publishes primarily business software for Apple and IBM microcomputer systems. They are strictly a software publishing house; all of their software packages are written by outside authors. They presently have approximately twelve software packages on the market, including DB Master, a program written by two business men four years ago that is now "a multi-million dollar product," according to Anita Harlin, Director of Software Submissions.

# **SOFTWARE PUBLISHERS-25**

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“This company has grown tremendously in the last two years,” claims Ms. Harlin, “and we now have a department strictly for submissions.” Stoneware deals with authors on a negotiable royalty basis. They have guidelines for prospective authors. They ask that an author query first, providing as much information about his product as possible. Contact Anita E. Harlin, Director of Software Submissions, or Kenneth H. Klein, President.

**TAB BOOKS INC**, Monterey Avenue, Blue Ridge Summit, PA 17214 (717)794-2191. A prominent publisher of computer books (over 200 titles per year) in the areas of micros, robotics, automation, calculators, electronics and home computer projects. They have just begun to publish software. Contact Stephen Fitzgerald V.P. Marketing or Raymond Collins, V.P. Editing. (see also Book Publishers).

**TARANTO & ASSOCIATES, INC.**, 121 Paul Drive, San Rafael, CA 94903, (415)472-2670. Publishes business software, especially accounting applications, for Z80/8080/8085 based machines. Includes general ledger/cash journal, accounts receivable/invoicing, accounts payable/purchase orders, payroll/job costing, inventory control, and accounts receivable/balance forward. All systems are interactive on disk. Publishes outside authors on a royalty basis. Contact Arlene Schaffer, Vice President.

**THOUGHTWARE PUBLISHING**, PO Box 669, Grants Pass, OR 97526, (506)476-1468. Publishes management information and data base systems for business applications. They specialize in financial systems for accounting firms, also educational institutions and small to large business firms.

Thoughtware recently obtained an exclusive license from Data Train, Inc. to “publish, distribute, and support it’s financial systems for micro-computers. There have been over 100,000 Data Train products sold over the last two years.”

Outside authors are currently dealt with on a royalty basis, but Thoughtware will consider buying rights. They will also consider any programs offered. Their financial systems presently run on the mini-Wang 2200T, VP, SVP, and MBP; NCR 7520; TRS-80 Models I, II, and III; Apple II, Xerox 820, IBMpc, Altos, Osbourne, Monroe, Columbia, and other computers. Query first, by phone or mail. Contact William or Marc George, Publishers.

**3G COMPANY INC**, Rt. 3, Box 28A, Gaston, OR 97116, (503)662-4492. Publishes software for games, educational, business, and personal applications. Markets programs from outside authors on a royalty basis. 3G is looking for programs to use with the 3G Light Pen, using the TRS-80 Models I and III, Apple, PET/CBM, and VIC-20. Query first. Contact Imants Golts, Vice President.

# **SOFTWARE PUBLISHERS-26**

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**VANDATA**, 11511 Stone Avenue North, Seattle, WA 98133, (206)542-7611. Publishes business applications for the North Star and H89/289. May either buy all rights or deal on a royalty basis with independent authors. Contact Kirk Vanden Berge, Marketing Manager.

**VISICORP PERSONAL SOFTWARE**, 2895 Zanker Road, San Jose, CA 95134, (408)946-9000. According to their Public Relations Office, Personal Software Inc. is "one of the world's leading independent suppliers of applications software for personal computers." They publish professional business applications, primarily for the IBMpc and Apple II and III microcomputers. They are the publishers of VisiCalc, which "has become an industry standard and remains a key program in the company's Productivity Series, the industry's most complete line of interlocking applications programs for personal business use." The Productivity Series also includes VisiPlot, VisiTrend/VisiPlot, VisiDex, VisiTerm, and others.

VisiCorp Personal Software has an extensive dealer network, including over 1000 independent domestic computer retail stores, Radio Shack and Sears chains, Computerland and Team Electronics franchises, and more retail stores abroad. They will consider publishing the work of outside authors. Query first. Contact the Product Development Department.

**VITAL INFORMATION, INC.**, 7899 Mastin Drive, Overland Park, KS 66204 (913)381-1818. Publishes software for Apple, IBM and Xerox micros. Operating systems CP/M and Microsoft. Applications include business, education, games, home use, scientific and utilities. Also publishes books (see Book Publishers). They do publish outside authors. Send a copy of tape or disk with printed listing and documentation to Rolland Love, President or Joe Stuckel, Editor.

**WADSWORTH ELECTRONIC PUBLISHING COMPANY**, a division of Wadsworth Incorporated, 20 Park Plaza, Boston, MA 02116, (617)423-0420. Publishes books and software for professional and educational applications (also see Book Publishers). Wadsworth Electronics publishes software in two sections:

1) **PROFESSIONAL SOFTWARE** - this includes packages for business applications such as statistics, graphics, operational research, forecasting, and data analysis. One of their most recent packages is 'StatPro' - a statistics package. 'StatPro' is a 25 disk system selling for approximately \$2000. The price for the business software is usually about \$100 per disk.

2) **EDUCATIONAL SOFTWARE** - This section publishes educational packages for institutions at the higher education level. The focus is on mathematics software. For example, two current systems are 'The Electronic Blackboard for Algebra' and 'The



## **SOFTWARE PUBLISHERS-27**

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Electronic Study-guide for Algebra'. The educational software consists of stand-alone packages which are not tied to any textbook. Prices range from \$50-\$70 per disk.

According to Rick Dunfey, Technical Editor and Manager of the Professional Software Division, Wadsworth Electronics "functions as a traditional publishing house," that is they deal with independent authors on a royalty basis. 'Writer's Guidelines' information is available. "Definitely query first." For the professional software section, contact Rick Dunfey, Technical Editor at the above address. For educational software, contact Bob Evans, Technical Editor, at Wadsworth Electronics Publishing Company, 10 Davis Drive, Belmont, CA 94002, (415)595-2350.

**JOHN WILEY & SONS**, 605 Third Avenue, New York, NY 10158, (212)850-6000. Publishes software and books for business, professional, and educational users of microcomputers (see Book Publishers). The software section of John Wiley publishes software for professional and consumer use and books for all popular micros. Applications include business, training, utility, home management, industrial and scientific for "implementation on all makes of microcomputers." According to Dianne Littwin, Software Acquisitions Editor, "royalties are variable, depending on the price of the software. The prices of our packages range from that of a very in-depth professional package, which could run up to \$1300, down to a convenience program which sells for \$20." Advances are also negotiable. Query first. Contact Dianne Littwin, Software Acquisitions Editor.

**WINDOW, INC.**, 469 Pleasant Street, Watertown, MA 02172, (617)923-9147. Publishes only educational software. Outside authors are dealt with on a royalty basis. Window currently has 6 independent authors under agreement. Contact: Terry Byrne, Managing Editor.



# **BOOK PUBLISHERS**

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## **BOOK PUBLISHERS-2**

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**ADDISON-WESLEY PUBLISHING COMPANY, INC.**, Jacob Way, Reading, MA 01810, (617)944-3700. This major book publishing house is expanding their line to include software and book/software packages. (see also Software Publishers.) The company as a whole publishes approximately 200 titles each year in the area of computer science and programming. There are many divisions within the company, several of which accept manuscripts for books on microcomputers and applications.

- 1) **GENERAL BOOKS DIVISION** - responsible for publishing general information books and software for micros, primarily for home users and professionals. This division has been publishing approximately 30 titles per year, but expects this to increase. According to Margaret Tuttle, Marketing Manager for Micro Software, General Books is concerned with books and software "of a relatively inexpensive nature. Packages are usually under \$100." Authors are usually dealt with on royalty basis. "It's negotiable - we want to be flexible in case a really innovative project comes along." Query first. For the General Books Division, contact Thomas Bell, Ed Kelly, or David Miller, Editors.
- 2) **APPLICATIONS SOFTWARE DIVISION** - almost exclusively software, but does publish a limited number of books on various microcomputer applications. Send a written inquiry to Peter Gordon, Sponsoring Editor.
- 3) **ELEMENTARY/HIGH SCHOOL DIVISION** - publishes books and software for all areas at the elementary and secondary school level. They are publishing book/software tutorial packages for computer-aided instruction in a variety of fields, including math, reading, and programming. They deal with authors on a royalty basis, and ask that you query first. Contact Dick Monnard, VP and Editorial Director, at Addison-Wesley Publishing Company, 2727 Sand Hill Road, Menlo Park, CA 94205, (415)854-0300.
- 4) **COLLEGE TEXTBOOKS DIVISION** - publishes books and software for virtually all areas of education at the college level. Also, all levels of computer science texts are published. Authors receive standard royalty arrangements. This division has an editor for each particular field, so queries should be sent to the attention of the appropriate Sponsoring Editor (e.g. Engineering, Physics, Accounting, Computer Science, etc.)
- 5) **ADVANCED BOOK AREA** - this is an extension of the college books division; "there is no exact dividing line." They also publish books and software for professional and academic purposes. A manuscript should be sent to the Sponsoring Editor of the appropriate field of the College Books Division (as above). October Graham, Marketing Manager, claims "if a manuscript is not right for their department, the Editors circulate it. They are very good at knowing where to send it, they know what division is most likely to be interested in a particular subject."

# **BOOK PUBLISHERS-3**

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**THE ALTERNATE SOURCE**, 1806 Ada, Lansing, MI 48910, (517)487-3358. Publishes software support material for users of TRS-80 Models I and III micros. For a free sample, contact the above address.

**ARCISOFT PUBLISHERS**, Woodsboro, MD 21798, (301)845-8856. Publishes educational, tutorial programming books for Timex/Sinclair, Commodore VIC-20, TI, and pocket computers. They have a series of workbooks for Atari, TRS-80 I/III and Color Computer, IBMpc, Apple, TI, Timex/Sinclair, and VIC-20 microcomputers. They market internationally.

**THE BOOK COMPANY**, 11223 Hindry Ave, Los Angeles, CA 90045 (213)417-8031. Publishes The 1983 Book of Apple Software, Apple Graphics and Arcade Game Design, What if? A Guide to Computer Modeling. Contact Jim Sadliek, President.

**WILLIAM C. BROWN CO.**, 2460 Kerper Blvd., Dubuque, IO 52001. Brown Co. publishes educational, programming language, microcomputer, and systems analysis books. They would like authors to send manuscripts dealing with advanced or new programming languages, tutorial books geared to equipment or widely distributed software, microcomputer titles and college level data processing and computer titles. Books containing program listings are welcome. They prefer authors send manuscripts first, rather than query. Royalties paid to authors vary from 5-12 percent on a sliding scale. They market internationally. The claim, "WCB has an aggressive development program underway and encourages authors to submit any and all proposals relevant to computers and data processing." Contact Matthew Coghlan, Director of Special Sales.

**BUTTERWORTHS**, 10 Office Tower Park, Woburn, MA 01801. Publishes books for professional applications of microcomputers. Titles include Computer Methods for Architects, Visual Display Units and Their Application, and CAD '82, a compilation of papers presented at the 5th International Conference on Computers in Design Engineering.

**BYTE BOOKS** - see McGraw-Hill Book Company.

**COMPUSOFT PUBLISHING**, 535 Broadway, El Cajon, CA 92021, (691)588-0996. This company previously published only works authored by Dr. David A. Lien, and has recently expanded to publish outside authors as well. They are interested in "anything in the computer field," including applications, general information, etc. Their present line includes machine-specific application books for IBM, TRS-80, and

# **BOOK PUBLISHERS-4**

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Sinclair microcomputers, a BASIC programming book, and user manuals for the Epson computer line. Three more titles are planned for publication by this summer. Query first, sending a descriptive letter and/or outline. Contact David Waterman, Technical Director.

**COMPUTER SCIENCE PRESS, INC.**, 11 Taft Court, Rockville, MD 20850, (301)251-9050. Presently publishes 55 titles encompassing "all aspects of computer science, electrical engineering, computer engineering, and telecommunications," with programming books on Pascal and Basic. They publish technical books primarily for the graduate level, but have recently expanded to include the K-12 market. A few of their current titles are Fundamentals of Computer Algorithms, Jewels of Formal Language Theory, Principles of Database Systems, Journal of VLSI and Computer Systems, All About Chess and Computers, Fundamentals of Programming Languages, Structured BASIC and Beyond, Microcomputers in K-12 Education, Logical Design of Digital Systems, and Computer Network Architectures.

Computer Science Press is interested in receiving ideas for worthwhile books on any aspect of computer theory or applications at any level. They will consider publishing texts with program listings and have started to publish software complimenting some of their computer science textbooks. They "prefer software packages accompanied by text."

According to Barbara Friedman, President, "We like to receive resumes of the authors and their reasons for writing each particular book, as well as a list of the competing books and a description of how their book differs from the competition." It is best to query first, but all manuscripts are considered. They review each book to determine whether to publish it. Computer Science Press may buy rights, or may pay a royalty for a book. "We are one of the highest paying houses." The author retains the copyright, but the company "owns the book while it is being marketed." Contact Elizabeth Mergner, Director of Acquisitions.

**COMPUTE!**, PO Box 5406, Greensboro, NC 27403, (919)275-9809 (see also Magazines). Presently publishes approximately 10 titles in the microcomputer field, including reference books and manuals for specific machines. They plan on producing two new titles per month. They are interested in seeing manuscripts dealing with the use of computers for education, business, games, utilities, and "anything interesting." The company deals with independent authors on a royalty basis. They own the copyright. Compute! prefers to see the completed manuscript. Contact Kathleen Martinek, Managing Editor.

# **BOOK PUBLISHERS-5**

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**CREATIVE COMPUTING PRESS**, 39 E Hanover Avenue, Morris Plains, NJ 07950, (201)540-0445 (see also magazines). Publishes a line of books designed as manuals for specific microcomputers. They also have educational titles for programmers, hobbyists, and children, and several general interest books. Contact the Acquisitions Editor for book manuscripts.

**T.S. DENISON & CO., INC.**, 9601 Newton Avenue S, Minneapolis, MN 55431, (612)888-8606. Publishes "Computer Literacy Training" books for elementary grades. Present computer-related titles include Computers Are Fun, My Friend the Computer, and My Computer Picture Dictionary.

**DIGITAL PRESS**, a division of Digital Equipment Corporation, 12 Crosby Drive, Bedford, MA 01730, (617)276-4072 (see also Micro Manufacturers). Publishes books in four sections:

- 1) **COMPUTER APPLICATIONS** - books dealing with applications for professionals and educators. Digital Press is interested applications for all fields.
- 2) **BUSINESS AND COMMERCIAL** - all types of computer management applications for business users as well as students and teachers in the field. Books in this section cover the complete range of commercial enterprises, from large corporations to small businesses.
- 3) **TECHNICAL** - books dealing with computers for professionals in particular fields, i.e. real estate, medicine, and engineering and for teachers and students of electrical engineering and computer science at the university level.
- 4) **HISTORY OF COMPUTERS** - a series of books which "focus on pioneering developments in computing." Digital Press is not actively seeking books in this category.

Digital Press published 10 books in 1983, 6 books in 1982. They have a total catalog of 18-20 books, including "Office Automation: A Survey of Tools and Technology", "Technical Aspects of Data Communication", "Campus Computing Strategies", and "The computer from Pascal to von Meuman." According to Marcia Kenah, Managing Editor, "sixty-five to seventy percent of our books have been written by outside authors."

This company deals with independent authors on a "generous royalty basis." An author can query or send a manuscript, but Digital Press "cannot guarantee return of manuscripts." Contact Marcia Kenah, Managing Editor.

## **BOOK PUBLISHERS-6**

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**DILITHIUM PRESS**, 11000 SW 11th Street, Suite E, Beaverton, OR 97005 (503)646-2713. Publishes textbooks, books and book/software packages for and about small computers. A sample of their product line includes *Are You Computer Literate?* and *Instant BASIC*. They are looking for manuscripts that relate to microcomputer hardware and software.

Averages 20 titles per year. Some recent titles include *How to Use the Timex-Sinclair Computer*, *32 VisiCalc Worksheets*, *TRS-80 Color Programs*. Royalties range from 5-25% on wholesale or retail price with average advances. Query first. Contact Merle Miller, President or Nancy Morrice, Editorial Assistant to the President. (Also see Software Publishers).

**DUSTBOOKS**, PO Box 1056, Paradise, CA 96959, (916)877-6110. This company publishes directories for small publishing houses including "Directory of Small Magazine/Press Editors" and "Small Press Information Library." They are interested in technical books on both hardware and software for microcomputers, and books on computer applications in the publishing field. They buy outright or pay a 15 percent royalty. Contact Len Fulton, Publisher.

**J.L. HAMMETT Co.**, Box 545, Braintree, MA 02184. A publisher of educational books on math, language arts, sciences, administration and business, for use primarily in elementary and secondary schools. Also publishes educational software. Contact Rick Holden, Microcomputer Division.

**HARCOURT BRACE JOVANOVIICH**, 757 Third Avenue, New York, NY 10017, (212)888-4444. This is a large book company that has recently started to include software to compliment existing textbooks. They publish educational texts for grades K-8. All "software products are considered supplementary to our base textbook programs." Their product line encompasses reading, language arts, grammar and composition, spelling, literature, humanities/art, mathematics, science, health, social studies, and foreign languages. Outside authors are paid royalties averaging 8-10%. Submit a written query first, outlining the package and indicating the age group it is addressing. Contact Carol S. Scheer, Executive Editor, Supplementary Materials Group, School Department.

**HARPER & ROW PUBLISHERS, INC.**, 10 E 53rd Street, New York, 10022, (212)593-7000. Publishes tutorial book/software packages as well as general interest business and professional books. Mathematics courseware titles include *Discovery Learning in Trigonometry* and *ARBLOT*, a Computer Graphics Utility for Calculus. Disks for Apple minicomputers accompany mathematics textbooks. Harper & Row



## **BOOK PUBLISHERS-7**

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publishes over 600 titles each year. They deal with independent authors on a royalty basis, with rates from 7½%-15%. Advances vary, and range between \$3000 to 5 and 6 figures. Query in writing first, providing an outline and description of the manuscript.

**HAYDEN BOOK COMPANY**, 50 Essex Street, Rochelle Park, NJ 07662, (201)843-0550. Hayden is a major book and software publisher (see Software Publishers). They publish 60 titles per year including technical, engineering, electronics, computer science, and reference books for senior high schools, technical institutions and colleges. Their current line of products for microcomputers has such titles as Codes, Ciphers, and Computers: An Introduction to Information Security, BASIC Computer Programs for Business, The BASIC Conversions Handbook for Apple, TRS-80, and PET Users, Z-80 and 8080 Assembly Language Programming, PET Graphics, The Mind Appliance: Home Computer Applications, and SARGON: A Computer Chess Program.

Presently Hayden publishes approximately 50 microcomputer titles. According to Michael Violano, Editorial Director, "microcomputer books are the fastest growing part of our business." He claims they are looking "more and more for educational computer books," such as language tutorials. They pay authors various royalties or may buy rights to a manuscript. Authors should send an annotated table of contents and a sample chapter. Each submission is assigned to an acquisition editor. Contact Michael Violano, Editorial Director.

**HOLT, RINEHART & WINSTON**, 521 5th Avenue, New York, NY 10175, (212)688-9100. This company has recently begun publication of applications and programming books for the IBMpc.

**HOUGHTON MIFFLIN COMPANY**, 2 Park Street, Boston, MA 02107, (617)725-5000. This company is expanding its line of computer-related books and has begun publishing book/software packages for the education field. There are several divisions which consider publishing manuscripts on microcomputers, one of them being the Instructional Computing Division. Their software presently is developed to accompany texts. Houghton Mifflin pays an author royalties ranging from 7½-15 %. For more information, contact Karen Billings, Manager of Instructional Computing.

**IJG, INC.**, 1260 West Foothill Blvd, Upland, CA 91786 (714)946-5805. Publishes books and software. Sample book titles include The Custom TRS-80 and Other

# **BOOK PUBLISHERS-8**

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Mysteries, The Custom Apple and Other Mysteries, Microsoft Basic Decoded and Other Mysteries for the TRS-80. Publishes outside authors. Interests are in business, home and utilities books and software. Contact Harvard Pennington, President.

**IPS PUBLISHING**, 2878 East Sierra Drive, Suite 200, Westlake Village, CA 91362, (805)497-6666. Publishes educational books and microcomputer software with documentation. Contact Timothy Welch, President.

**KERN PUBLICATIONS**, 190 Duck Hill Rd, P.O. Box 1029, Duxbury, MA 02332 (617)934-0445. Publishes a line of SOFTKITS which are books containing program listings in modular form together with disks for Apple I, II, IIe, III, IBMpc and CP/M systems. SOFTKITS are designed to bring the user ready-to-use software while at the same time showing him how the programs work so that he can modify them to best suit his own applications.

Most interested in applications software directed at professional users and software developers. Some present titles include Graphic Software for Microcomputers, Data Plotting Software for Micros, Engineering Software for Micros, IBMpc Graphics and Structural Analysis Software for Micros.

Also publishes a line of software marketing books. These are directed at the individual programmer who would like to profit from his software and at professional software firms. Some present titles include The 1983-84 Software Writer's Market, Free-Lance Software Marketing and How to Sell Your Micro Software.

Also publishes a line of educational packages aimed at the high school and college market. Present titles are Static, Vectors and Stress&Strain.

Pays 20% royalty, higher in some circumstances. Send a letter describing your book or program to Christine Leu at the above address.

**LEXINGTON BOOKS**, D.C. Heath & Co., 125 Spring Street, Lexington, MA 02173, (617)862-6650. Presently publishes about 25 titles dealing with applications of computers in business, architecture, and programming languages. They would like to receive manuscripts on artificial intelligence, data structures, and business aids. They welcome books with program listings. An outline or proposal of the book is preferred. Lexington pays negotiable royalties. Contact Caroline McCauley, Acquisitions Editor.

## **BOOK PUBLISHERS-9**

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**McGraw-Hill Book Company**, 1221 Avenue of the Americas, New York, NY (212)997-4780. Publishes books, software, and book/software packages for educators, professionals, and advanced hobbyists, as well as electronics books for engineers. According to Senior Editor Barry Richman, "we are receptive to any topic of general interest to the above audience." Program listings are welcome if they are appropriate to the book. The editors will read unsolicited manuscripts or answer queries. They have a proposal format which will be forwarded to authors on request. Royalties vary with the category of book and the market channel.

McGraw-Hill markets through bookstores, to libraries, by direct-mail, through book clubs, computer stores, and through international distributors. There are several divisions within the company which are concerned with computer-related books, including Professional and Reference, Elementary/High School, College, and other educational divisions. Contact Mr. Barry Richman, Senior Editor, Professional and Reference Books Division. He will refer you to other McGraw-Hill as appropriate.

**MILLIKEN PUBLISHING COMPANY**, 1100 Research Blvd., St. Louis, MO 63132, (314)991-4220. Publishes educational books and courseware (see also Software Publishers). This company specializes in material for elementary grades, and publishes a variety of subjects. They are interested in computer books and software/book packages. Contact Chris Johnston.

**MIS**, 250 Fern Rock Way, Boulder Creek, CA 95006 (408)338-9546. Publishes books and software. Present book titles include The Powewr of Supercalc and The Power of Visicalc Book I and II. Publishes outside authors. Contact Jeff L. Shyshka. (See also Software Publishers).

**MIT PRESS**, 28 Carelton Street, Cambridge, MA 02142 (617)253-1624. Publishes more than 100 titles per year in the areas of systems and computer science, artificial intelligence, programming languages, information, communication and control. Sample titles include Research Directions in Software Technology, DYNAMO Users Manual, A Fortran Coloring Book, the programming language LISP, On-Line Computation and Simulation. Titles tend to be technologically sophisticated. They are not interested in publishing books containing program listings but do want to receive ideas for books about programming. Pay 8-10% royalty on retail price. Advances average \$500-\$1,000. They market worldwide. Query first. Submit outline/synopsis and sample chapters. Contact Frank Satlow.

# **BOOK PUBLISHERS-10**

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**OSBORNE/McGRAW-HILL**, 630 Bancroft Way, Berkeley, CA 94710 (415)548-2805. Publishes numerous titles relating to all aspects of microcomputer software and hardware including business applications, programming, engineering, math and scientific, and computer graphics. Sample titles include The Diskguide Series; Apple II Diskguide, IBMpc Diskguide.... Also VIC 20 Users Guide, Wordstar Made Easy, The 8086 Book, Some Common Basic Programs. Also interested in books of general interest to the computing community such as Running Wild, The Next Industrial Revolution and Trade Secrets, How To Protect Your Ideas and Assets. They would like to see books which "address the small computer market, the end user market, educational programs, math and science, business applications." Books containing program listings are welcome but documentation is required. They pay a royalty of 15% on net revenues for single author titles. The royalty rate on multiple author books varies. A flat fee for program listings may be offered. Query first with an outline or table of contents and a ten page writing sample. Write for a catalog of titles already published. Contact Denise E. M. Penrose, Acquisitions Editor.

**PETROCELLI BOOKS, INC.**, 1101 State Road, Princeton, NJ 08540. They are interested in "anything in the fields of data processing and computer science." Authors may send either a manuscript or query. Petrocelli's pay a royalty based on 12½ percent of net on the first \$5000, 15 percent of net on the next \$5000, and 18 percent after that. They market worldwide and publish about 18 titles per year in the computer science field. Address inquiries to: Mr. O.R. Petrocelli.

**PLENUM PUBLISHING COMPANY**, 227 West 17th Street, New York, NY 10011, (212)620-8000. Presently publishes about five titles in the computer science area. They have an interest in books on computer applications in business, science, and engineering as well as theoretical topics. They are not interested in books with program listings. Plenum's royalties average 7½-10 percent. They prefer authors send a query first. This company markets internationally. Contact Mr. L.S. Marchand, Senior Editor.

**PRENTICE-HALL INC**, General Publishing Division, Englewood Cliffs, NJ 07632 (201)592-2255. Publishes many titles on microcomputer hardware and software. Some recent titles include Apple Basic, The Computer Cookbook, CAI Sourcebook, Flowcharting, Introduction to PASCAL, Mastering Machine Code on your ZX-81, Microcomputer Data Communications Systems. Other titles relate to most popular micros including Apple, Atari, IBM, PET/VIC, TRS-80, ZX-81 and most programming languages including BASIC, PASCAL, FORTH, and FORTRAN. Submit outline and sample chapters to John Grayson Kirk, Editor-in-Chief.

# **BOOK PUBLISHERS-11**

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**QED INFORMATION SCIENCES, INC.**, QED Plaza, PO Box 181, Wellesley, MA 02181, (617)237-5656. Publishes an average of ten titles per year, "totally focused on data processing education." They publish technical books for EDP professionals: systems development and management, data base management, data communication, personal computing. They have issued a 'call for authors', stating "QED intends to chronicle the latest developments in EDP technology and management through the 80's - but we'll need your help. If you are involved in some interesting work and have considered the possibility of authorship, we invite the submission of manuscripts for review." Contact Mark Walsh, Editor.

**QUE CORPORATION**, 6515 East 82nd Street, Suite 110, Indianapolis, IN 46250 (317)842-7162. Publishes several titles relating to the use and programming of popular micros. Some recent titles include Apple Word Processors: A Software Evaluation, IBMpc Expansion and Software Guide, The Osborne Portable Computers, Timex-Sinclair 1000, Advanced 6502 Interfacing. Publishes outside authors. Contact David F. Noble or Virginia D. Noble.

**RESTON PUBLISHING COMPANY, INC.**, a subsidiary of Prentice-Hall, 11480 Sunset Hills Road, Reston, VA 22090. Reston publishes books and software for professionals, junior colleges, and vocational/technical schools (see also Software Publishers). They presently have approximately 100 books in the computer science field plus about 35 in related electrical engineering areas. These include books on software, hardware, applications, communications, mini and micro computers, personal computers, and electrical engineering related to computer science.

They would like to receive manuscripts dealing with computer graphics, operating systems, systems software, data structures, compiler construction, data base management, simulation, software psychology, structured programming, microprogramming, computer architecture, microcomputer architecture/systems, microcomputer interfacing, telecommunications, data acquisitions, and computer problem solving. They prefer that you query first. Their royalty rates are in the 10-15 percent range, and their market includes college bookstores, educational and library services, retailers, wholesalers, trade and general bookstores, mailorder, and international distribution. Contact Lawrence J. Benincasa, Executive Editor.

**HOWARD W. SAMS & CO., INC.**, 4300 West 62nd Street, PO Box 7092, Indianapolis, IN 46268 (317)298-5400. Publishes more than 300 titles primarily in the area of electronics and computers. Current topics include programming fundamentals and techniques, computer graphics, interfacing, engineering, design, and reference books. They are interested in manuscripts in these areas, and also books dealing with documentation, testing, and services. Program listings may be included.

# BOOK PUBLISHERS-12

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Sams also publishes Advanced Operating Systems, a package of systems design software for TRS-80 and Apple microcomputers. Programs for graphics, statistical analysis, electronics and other applications are included. They market their products internationally through electronics distributors, computer stores, book stores, and via mail-order. About 40 of the titles are specifically computer-related.

Sams may purchase rights to a book or deal on a royalty basis, which varies depending on the length and quality of the work. Average royalties are 10-15 percent. They prefer queries, with an outline and a sample chapter. Contact Bill Oliphant, Manager, Book Division.

**SPRINGER-VERLAG**, 175 5th Avenue, New York, NY 10010. Currently has about 100 titles in the computer field, with marketing worldwide. They are seeking advanced books dealing with state of the art programming techniques, and would like to see manuscripts containing program listings. Royalty rates are negotiated individually with authors. They would prefer that an author send manuscripts rather than queries. For more information, contact Dr. Marvin Israel.

**STERLING SWIFT PUBLISHING COMPANY**, 7901 South IH-35/Austin, TX 78744, (512)444-7570. Publishes educational books, software, and book/software packages for beginners and children (see also Software Publishers). They have tutorials in many fields of education, including programming, investing, music, word processing, agriculture. Current titles include Computer Literacy, Problem-Solving with Computers, Microcomputer Systems and Apple BASIC, Computers and Data Processing, and Fundamentals of Mathematics.

**SYBEX, INCORPORATED**, 2344 Sixth Street, Berkeley, CA 94710, (415)848-8233, TELEX 336-311. Publishes books and self-study courses on machine language programming, high level language programming, interfacing, games and, according to Michael Alves, Public Relations Representative, "everything from the very basic 'how to buy your first computer' right on through to higher level applications." Some recent titles include The Apple Connection, BASIC for Business, BASIC Programs for Scientists and Engineers, CPM Handbook, Celestial BASIC, Astronomy On Your Computer, Inside BASIC Games. They would like to see manuscripts relating to "specific systems or specific programs." Their self-study courses are on cassette tapes.

Sybex is actively seeking authors who can write books in a popular style on an introductory or intermediate level about all aspects of microcomputing. They can provide professional assistance in organizing, editing, programming, and illustrating manuscripts. Their royalty rates are negotiable, and are standard for the industry.

## **BOOK PUBLISHERS-13**

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Sybex has a strong international market, with offices in Paris and Duesseldorf. They presently publish 47 titles, at a rate of 35 new titles each year. Query first or send a sample chapter to Michael McGrath, Acquisitions Editor.

**TAB BOOKS**, Monterey Avenue, Blue Ridge Summit, PA 17214, (800)233-1128, (717)794-2191. Publishes many titles relating to microcomputer hardware and software, calculators, microporcessors and robotics. Also publishes numerous titles on hobby electronics including computer projects and automation. Some sample titles include Computer Peripherals That You Can Build, Projects in Machine Intelligence for Your Home Computer, From BASIC to PASCAL. Royalty rates are variable, as are advances. They may purchase rights to manuscripts for a fee. They have just started to publish software. They will provide a manuscript preparation guide on request. Contact Stephen Fitzgerald, V.P. Marketing or Raymond Collins, V.P. Editing.

**UNIVERSITY OF MICHIGAN PRESS**, 839 Greene Street, Ann Arbor, MI 48106, (313)764-4394. Specializes in scholarly texts. They market worldwide, and are interested in increasing their computer science line. Books with program listings are welcome. Roylefties are open to negotiation, and are usually around 10 percent. Contact Mary C. Erwin.

**VAN NOSTRAND REINHOLD**, 135 West 50th Street, New York, NY 10020. Publishes computer science books for general information and for applications in business, data processing, programming, planning, and management. They also publish books outlining legal considerations for those involved in contract negotiations concerning computer systems.

**VITAL INFORMATION, INC.**, 7899 Mastin Drive, Overland Park, KS 66204 (913)381-1818. Publishes the popular Vanloves Apple II/III Software Directory and Vanloves Educators Handbook and Software Directory and other titles relating to micros. Also publishes software. (See Software Publishers). Submit outline to Rolland Love, President or Joe Stuckel, Editor.

**WADSWORTH ELECTRONIC PUBLISHING COMPANY**, a division of Wadsworth Incorporated, 10 Davis Drive, Belmont, CA 94002, (415)595-2350. Publishes software and books on microcomputing - "mainly machine or software specific" (see also Software Publishers). For example, one series of books deals with programming on Osborne computers, while they also publish books on using a par-

## **BOOK PUBLISHERS-14**

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ticular software package, e.g. 'Using VisiCalc.' They are interested in all applications, "we'll probably look at just about anything." Wadsworth supplies writers' guidelines to prospective authors, and deals on a royalty basis. Query first. Contact Kurt Peoples.

**WAYNE GREEN BOOKS**, Elm Street, Peterborough, NH 03458, (603)924-9471. Publishes a wide range of microcomputer books, mostly machine specific TRS-80 I/III and Color Computer, Apple II, Sinclair/Timex, Commodore). They publish tutorials with extensive program listings for programming, interfacing, children's games, etc. Some other topics they publish: educational, business, home applications, games, utilities, graphics. They emphasize that any program listings should be "fully error-trapped and user-friendly, and should have full documentation." Authors are paid on a royalty basis with advances. Query first. Wayne Green also publishes software - see Instant Software in the chapter on Software Publishers. For Wayne Green Books, contact Pamela Esty, Manager.

**JOHN WILEY & SONS**, 605 Third Avenue, New York, NY 10158, (212)850-6000. This is a major publisher of educational, medical, legal, utility, systems, business, training, home-management, industrial, scientific, and college-level computer-aided instruction books and software (see also Software Publishers). Wiley publishes over 800 titles per year. Authors are paid royalties of varying rates, depending on the particular book. Advances are negotiable. Query first. For consumer-oriented books on microcomputers, contact Theron Shreve, Editor. For manuscripts on computer-aided instruction (college level), contact Gary Carlson, Editor.



# **SERVICE BUREAUS**

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## **SERVICE BUREAUS-2**

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**COMPUSERVE INFORMATION SERVICE**, 5000 Arlington Centre Blvd., Columbus, OH 43220, in Ohio: (614) 457-8650, outside Ohio: (800) 848-8990. CompuServe provides an interactive videotex service for users of many brands of personal computers. A few of this system's services are: electronic mail, electronic news and magazines (including movie reviews, sports news, and weather reports), financial data, shop-at-home services, and a CB simulator to allow real-time communications between subscribers.

CompuServe can be involved in marketing your program in two ways. The first is SofTex, a bulletin board which functions as a software exchange. An independent programmer can have his program listed on the exchange, and if another subscriber purchases the package a master copy is transmitted via the network. CompuServe receives a consignment on each purchase made. For more information on this service, contact John Gibney at the above address.

The second method is to have a program installed in the CompuServe database. This means it is placed on the main menu and can be accessed by over 45,000 subscribers. The service maintains a record of how often and for how long the program is used, and pays the author a royalty (ranging from 5-10 percent) based on the total user connect time. CompuServe is interested in all applications, as well as text files. For more information, contact Customer Service at the above address, and indicate you are interested in becoming an "information provider."

**S-MATRIX ENTERPRISES LTD.**, 516-675 West Hastings Street, Vancouver, B.C., Canada, V6B 1N2, (604) 669-4310. This service bureau is interested in installing applications packages for the following applications: engineering, science, mathematics, financial, educational, medical, legal, utility, systems, and business (word processing, accounting/bookeeping, data base management, economic planning). Emphasis is on packages that will run on Ohio Scientific machines. This company deals on a royalty basis or under a development contract. Contact Robert Selvage, President.

**THE SOURCE**, 1616 Anderson Road, McLean, VA 22102, (800) 336-3366. There are a variety of services available through the Source: electronic mail, the Source Travel Club, and personnel research networks, as well as a wide offering of texts and periodicals. According to Pat Trenner, Associate Editor, the majority of the materials on the Source database are textfiles - newspapers, journals, novels, etc. These are "all subscriber-created files." There are a few utility programs available to manipulate the files.

The Source welcomes submission of all types of textfiles and applications programs - "we are interested in anything," says Ms. Trenner. The Source supports BASIC, COBOL, FORTRAN, RPGII, Assembly, and other languages. There is a set pro-

## **SERVICE BUREAUS-3**

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cedure which must be followed to submit any package. First, the programmer must be a subscriber to the service. The textfile/program should then be stored on-line. Once this is complete, the author should contact Ms. Trenner. She will "run it by the review board for approval." If the package is accepted, the Source signs a contract with the author. The file is installed on their database with a program which flags the amount of time the program is used, and the author is paid a royalty, from 10-17 percent, based on the total usage time.

To get information on the Source, write to the above address, Dept. 0-2M, or call the toll-free number. When the program has been stored, contact Ms. Trenner at the above address or call (703) 734-7578.



# **PERIODICALS**

# PERIODICALS-2

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**ABC MICRO-COMPUTER NEWSLETTER**, A publication of the ABC-TV Owned Stations Division, 1345 Avenue of the Americas, New York, NY 10019, (212)887-5412. Published monthly "to forge a communication link for all employees who own or have access to microcomputers." This newsletter is a compilation of articles from club newsletters with additional original material. Its goal is to try to "pinpoint those areas of micro development that tend to affect various facets of our industry... from accounting to research... from television/radio to print/travel." Articles include applications for Apple, TRS-80, IBM, Pet, Atari, AIM, Elf, VIC, OSI, Heath, HP, Northstar, and ZX80 computer systems. Contact: Mike Hudak, Editor.

**ACM SIGCUE BULLETIN**, Computer Uses in Education Division, Association for Computing Machinery, PO Box 12015, Church Street Station, New York, NY 10249. Publishes information for the educational field including software reviews, practical guides for computer-aided instruction in the classroom and case studies of the uses of computers in education. Articles include general computer news, research findings, and events in the education/computer world.

**AEDS JOURNAL AND AEDS MONITOR**, Association for Educational Data Systems, 1201 Sixteenth Street, NW, Washington, DC 20036. The Journal is published quarterly for professionals and academic personnel interested in research concerning computer-aided instruction. Editorial content includes critiques and evaluations of administrative applications, research, and computer projects. The Monitor is published bi-monthly for the same group, and reports on research and educational applications of computers.

**THE ALTERNATE SOURCE**, 704 North Pennsylvania Avenue, Lansing, MI 48906, (517)482-8270. Published monthly for users of TRS-80 Models I/III. The Alternate Source publishes programming tips for users with programming experience. Listings are welcome.

**THE ANDERSON REPORT**, 4505 E. Industrial, Suite 2J, Simi Valley, CA 93063, (805)581-1184. This monthly publication is designed to help managers, buyers, and vendors keep up with changes in the computer graphics industry. For more information contact Kenneth D. Anderson.

**ANTIC: THE ATARI RESOURCE**, 297 Missouri Street, San Francisco, CA, (415)864-0886. Published monthly, containing information for users of Atari microcomputers. Contact Jim Capparell.

**APPLE EDUCATION NEWS**, PO Box 20485, San Jose, CA 85160. Published three times a year by Apple Computers. This magazine contains news of applications in education using the Apple microcomputer. The articles are primarily case histories of schools who have recently adapted Apple systems for their students and/or administrations.

**APPLE ON APPLES**: the Magazine for Apple Computer Users, Apple Computer Inc., 20525 Mariani Avenue, Cupertino, CA 95014, (408)996-1010. Published by Apple, this new magazine provides information about new products they are producing. There is also a section, "From Outside Apple," which describes programs marketed by other sources. Contact Jane Willson, Editor.

**APPLE ORCHARD**, The International Apple Core, 910-A George Street, Santa Clara, CA 95050, (408)727-7652. Printing, production, and advertising is handled by Dilithium Press, PO Box 1493, Beaverton, OR 97075, (503) 646-2713. Circulation: 40,000 paid. Published nine times annually, the primary goal of this magazine is to keep Apple computer users at all levels informed of any and all developments pertaining to their systems. Regular features include product analyses and evaluations, new software products, and articles and news from the International Apple Core, an organization of Apple Computer Clubs and user groups. Articles discuss business, education, medicine, music, sports, home, and other applications. Program listings welcome. Contact Peter C. Weiglin, Editor in Chief.

**APPLESEED**, The Central Massachusetts Apple Users Group, 4 Cranbrook Road, Shrewsbury, MA 01545, (617) 842-7198. This newsletter is published bi-monthly, and gives programming tips, partial program listings, applications and new product news, as well as notes from the user group meetings. For information on joining this Apple user group, contact Robert Boire, Membership Chairman, 52 Fitch Road, Lancaster, MA 01523.

**THE ATARI CONNECTION**, Atari Home Computer Division, 60 E. Plumeria Avenue, San Jose, CA 95134. Published quarterly. This is an in-house publication containing non-technical information on applications and programming for users of Atari computers.

**BUSINESS COMPUTER SYSTEMS**, Cahners Publishing Company, 221 Columbus Avenue, Boston, MA 02116, (617)536-7780. Circulation: 80-85,000. Published monthly. Subscribed to by owners of small micro and mini business systems. They publish articles dealing with business, financial, and data base management applications. "There is always something on financial software." Articles are accepted from

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free-lance writers, and Business Computer Systems will provide a prospective author with writer's guidelines. No program listings are printed. One feature of the magazine is a software evaluation department; they send software submissions to independent reviewers and publish the report. For article submissions contact Barbara Tannenbaum, Articles Editor, for review information contact Donna Stein, Editor (extension 569).

**BUSS**, 325 Pennsylvania Avenue, SE Washington DC 20003, (202)544-0900. Published monthly (about every three weeks) for users of Heath/Zenith computers. Buss provides general information and programming tips in newsletter format.

**BYTE**, 70 Main Street, Peterboro, NH 03458, (603)924-9281. (also see "Byte Books" under Book Publishers). Published monthly, circulation: 200,000+. Publishes articles with high degree of technical content for advanced users of micros. Byte is looking for "tutorials, how-to articles on specific projects, features on the future of computer science, and academic articles - discussions of original work." The magazine publishes detailed outlines of new software packages.

Send a self-addressed, stamped envelope for a guide to writing and submitting articles. Byte buys all rights to an article, and pays a maximum of \$50 per typeset page, with a 20,000 word limit. Program listings can be included. The 'Best of Byte' is published annually. Contact C.P. Morgan, Editor in Chief.

**CAD/CAM ALERT**, Reservoir Executive Park, 824 Boylston Street, Chestnut Hill, MA 02167, (617)232-8080. This is a "monthly news and information service for CAD and CAM users, designed to be totally practical and action oriented." It presents news on design applications for mechanical, manufacturing, architectural, civil, and process and instrumentation uses, and other applications such as graphics, operating systems, and data structures. CAD/CAM software is discussed for the above applications. Case studies of CAD/CAM users will be featured in each issue. There is also a calendar of events relative to the field, as well as reviews of pertinent articles from other sources. Contact Dr. Joel N. Orr, Editor.

**CALL - A.P.P.L.E.**, Apple Puget Sound Program Library Exchange, 304 Main Avenue S., Suite 300, Renton, WA 98055, (206)271-4514. Circulation: 25,000. Published monthly and distributed to members of A.P.P.L.E., the largest user group of Apple products. The magazine provides general information for all levels of expertise, including technical and programming tips, tutorials, software reviews, and program listings. The readers are expected to have some programming experience. Contact Dick Hubert, President, Apple Puget Sound Library Exchange.



# PERIODICALS-5

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**CHICATRUG**, E.B.G & Associates, 203 North Wabash, Chicago, IL 60601, (312)782-9750. Published monthly for the Chicago TRS-80 Users Group. Programming tips are given, as well as information on new products available for users of TRS-80 microcomputer systems.

**CLASSROOM COMPUTER NEWS**, Intentional Educations, 341 Mt. Auburn Street, Watertown, MA 02172, (617)923-8595. Circulation: 50,000. This is published six times each year, from September to June, for the education field. The magazine features information for computer use in home and school education, including computer application programs, tutorials, book reviews, and new product reviews. They periodically present overviews of educational software available, and publish the Computer Classroom News Directory of Educational Resources on an annual basis.

Contact the magazine to receive a copy of their submission guide-lines for prospective authors. They are most interested in receiving "teaching tips." Short program listings are included "when necessary." They also "welcome reader reviews," and publish one per issue. Payment is \$50 per printed page for most articles. For review information, send mail to the above address to the attention of Ricky Carter, Review Editor, or contact Deborah Martorelli, Managing Editor.

**CLOSING THE GAP**, Route 2, Henderson, MN 56044, (612)665-6573. Published bi-monthly. Articles and information devoted to the use of computers for education of the handicapped, and for special education classes. The magazine provides product descriptions and contact information.

**CMC NEWS**, ES Task Group of ACM Computers and the Media Center, 515 Oak Street North, Cannon Falls, MN 55009, (507)263-3711. Published three times during the school year, this newsletter contains news of computer applications in libraries and media centers.

**COLLEGIATE MICROCOMPUTER**, Rose-Hulman Institute of Tehnology, Terre-Haute, IN 47803, (812)877-1511. Published quarterly beginning in February, 1983. This publication deals with all facets of computer usage in undergraduate education, including library, research, teaching, laboratory, studio, office, planning, athletics, and recreation. They welcome articles and reviews of software. Submissions should be double-spaced, and have an abstract and 'key-word' list. Diagrams should be done in black and white (suitable for reproduction), and clearly labelled. Submit three copies of manuscript and accompanying diagrams.

# PERIODICALS-6

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**COLOR COMPUTER MAGAZINE**, New England Publications, Highland Mill, Campden, Maine 04843, (207)236-9621. Projected circulation of 30,000. This is a new magazine, published monthly, for users of color computers. They are interested in articles and reviews involving applications for all interest levels, from beginners to experts. Contact Terry Kepner, Review Editor, or Kerry Leitchman, Editor.

**COMPUTE!:** The Journal for Progressive Computing, a division of Small Systems Services, Inc., PO Box 5406, Greensboro, NC 27403, (919)275-9809. Circulation: 80,000 paid. Published monthly for users of Apple, Atari, Pet, Vic, TI 99/A, Sinclair ZZ-81, OSI, and the Radio Shack Color Computer. The editorial content includes educational applications for beginners and more advanced programmers, as well as programming techniques, reviews, games, tutorials, applications, and program listings. Contact Tom R. Halfhill, Review Editor, or Kathleen E. Martin, Managing Editor.

**COMPUTER-AIDED ENGINEERING**, Penton Plaza, 1111 Chester Avenue, Cleveland, OH 44114. Published bi-monthly, this is "the only publication that covers the universe of data base applications in general engineering design, manufacturing and factory management, testing, architecture, and construction." This is a source of technical information for topics such as computer-aided design for electronics and stress analysis. The magazine outlines new hardware and software packages available, and publishes general information pertinent to the use of computers in engineering.

**COMPUTER BUSINESS NEWS**, main Editorial Offices: 375 Cochituate Road, Box 880, Framingham, MA 01701, (617)879-0700. This is "The Newsweekly for the OEM Community," providing news of both software and hardware developments. Computer Business News covers a wide section of the business community, including financial reports, corporate dealings, marketing news, as well as applications in the business field. Hardware is discussed at length, and a 'Software Checklist' describes new software packages and services available. They also publish segments of their software directory, "what is sure to become the largest data base of software applications and mini/micro software tools available for resale." Contact Peter Bochner, Senior Hardware Editor or Rory J. O'Connor, Senior Software Editor c/o 257 Lytton Avenue, Palo Alto, CA 94301, (415)329-8220. Vic Farmer, Editor is at the above Massachusetts address.

**COMPUTER DEALER**, Gordon Publications, Inc., 20 Community Place, CN 1952, Morristown, NJ 07960-1952, (201)267-6040. Published monthly for Independent Sales Organizations, selling to the business and professional market. Contact Joyce Wetach Hussa, Managing Editor.

**COMPUTER DECISIONS**, The Management Magazine of Computing, Hayden Publishing Company, Inc., 50 Essex Street, Rochelle Park, NJ 07662. Circulation: 117,000. This magazine is published monthly for management in industry, government, finance, and academia. The business applications include data processing, word processing, marketing, office automation, etc. Articles are written on both general and specific (hardware and software) topics. Program listings are not included. Ten percent of the articles in Computer Decisions are written by free-lance authors. The magazine buys the first serial rights and gives the author a by-line. Payment is \$.03 - \$.10 per word. Contact Donna Florence, Managing Editor.

**COMPUTER DESIGN**, The Magazine for Computer Based Systems, 119 Russell Street, Littleton, MA 01460. Published monthly. Addresses readers who have a fairly in-depth knowledge of management systems technology. The major thrust of the magazine is design and application of digital equipment and systems with discussions of such applications as data processing, automation, instrumentation, and communication. Some discussion of software developments is included. There is a regular department which give brief listings of software packages. There are no reviews and no program listings. Computer Design buys all rights to free-lance articles, and pays \$35-\$50 per page. Query first. Send the proposed title, the subject matter, and the anticipated length of the article. Contact Chris Brown, Technical Editor or Sydney F. Shapiro, Managing Editor.

**COMPUTER GAMES REVIEW**, Computer Publications Limited, 10 Star Lane, St. Mary Cray, Kent, BR5 3LJ, England. Telephone: Orpington 72987. Published bi-monthly, this magazine is "devoted entirely to reviewing computer games software." They are interested in evaluating new and established games-related software and utilities. Their aim is to assist "the growing number of computer users here in the UK, as well as in the US and Europe, in choosing the best computer games available." Contact Selwyn Ward, Director.

**COMPUTER GRAPHICS NEWS**, 2033 M Street, NW, Suite 330, Washington DC 20036. Circulation: 25,000+. Devoted to "Progress and Productivity Through Computer Graphics," this bi-monthly publication of the National Computer Graphics Association publishes news from within the industry. Applications, corporate news, and trends within the computer graphics world comprise the biggest share of this newspaper. They also list new products (mostly hardware), publications, and a calendar of events important to those involved in the graphics field. Contact Claude E. Owre, Editor.

**COMPUTER GRAPHICS WORLD**, Computer Graphics World Publishing Company, Inc., 1714 Stockton, San Francisco, CA 44133, (415)398-7151. Circulation:

# **PERIODICALS-8**

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6000. This magazine is published monthly for those in management, business or government with an interest in industrial design and computer engineering. Graphics applications include CAD/CAM, business, architecture, engineering, and medicine. 'Graphic Newsfront' lists short descriptions of "the latest in hardware and software, services, literature and coming events in the graphics field." Free-lance authors are paid \$50-\$300 for articles, which must be 3000 words, minimum. Contact Charles Barrett, Managing Editor.

**COMPUTER MERCHANDISING**, 15720 Ventura Boulevard, Suite 222, Encino, CA 91436, (213)995-0436. Published monthly. This periodical is distributed to retailers and other merchandisers of recreational and educational software. Includes articles on new software, the top selling software programs, as well as marketing trends and buyer profiles. Contact T. Willet Tyler, Managing Editor, or Michael Panchak, Editor.

**COMPUTER PROGRAM REVIEWS**, PO Box 331, North Springfield, VT 05150. Publishes reviews of educational and instructional software produced by 'major companies'. All the reviews are written by people in the education field.

**COMPUTER RETAIL NEWS**, CMP Publications, 111 East Shore Road, Manhasset, NY 11030, (516)829-5880. This is "The newspaper for Systems and Software Retailing," directed at vendors of microcomputers and related merchandise. It "covers the entire retail marketplace from vendor/product to distributor to retailer." The newspaper focuses on marketing techniques, advertising campaigns, trends in the computer trade, and related material.

**COMPUTERS FOR DESIGN AND CONSTRUCTION**, 441 Lexington Avenue, New York, NY 10017, (212)687-3836. Circulation: 20,000 guaranteed. Published bi-monthly by MeteData Inc. for the planning, design, engineering and construction fields. Applications include automated design, construction, architecture, graphics, statistical and production reports, and business procedures. Regular features include evaluations of software packages, new product reports, and discussions of design and construction applications. Editorial Director Joseph L. Gray.

**COMPUTER SHOPPER**, PO Box F137, Titusville, FL 32780, (305)269-3211. A monthly publication of classified ads for hardware, software, and computer-related goods and services. Ads are indexed categorically. Individuals can place 'for sale', 'want

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to buy', or 'to trade' ads. New subscribers receive a complimentary classified ad. For subscriptions call (800)327-9920, for advertisements call (800)327-9926.

**COMPUTER UPDATE**, Boston Computer Society, Inc., Three Center Plaza, Boston, MA 02108, (617)367-8080. Circulation: 12,000. This magazine provides general information for computer users. The Boston Computer Society is interested in providing "knowledge for the layman." They welcome editorial contributions, and request that a prospective author query first, sending a summary of the proposed article and the author's relevant background. Contact Mary E. McCann, Managing Editor.

**COMPUTERWORLD**, published by CW Communications, 375 Route 30, Box 880, Framingham, MA 01701, (617)879-0700. Published weekly, circulation: 120,000. Welcomes articles on all aspects of computer technology ranging from large general purpose computing systems to microcomputers. Geared especially toward management level users in industry and business. Some usual topics of interest include training, problems management face when dealing with computers, and innovative uses of computers in business. Ten percent of the articles are written by free-lance authors. Payment is \$.10 per word, and articles are usually 250-1200 words. Query first. Contact E. Drake Lundell, Editor.

**THE COMPUTING TEACHER**, Department of Computer and Information Science, University of Oregon, Eugene, OR 97403, (503)686-4414. Circulation: 7000 paid, 13000 controlled. Published monthly during the academic year. This is a bulletin to members of the National Council for Computers in Education. It provides software and book reviews, general and technical articles on the use of computers in primary education, and articles on training educators on the use of computers in the classroom. The information is suitable for every user from beginner to expert. Contact Dick Ricketts, Managing and Review Editor.

**COMPUTER PROGRAM REVIEWS**, PO Box 331, North Springfield, VT 05150. Publishes reviews of educational and instructional software produced by 'major companies'. All the reviews are written by people in the education field.

**COURSEWARE REPORT CARD**, 150 West Carob Street, Compton, CA 90220, (213)637-2131. This magazine publishes only reviews of educational software for Apple, Commodore, Radio Shack, Atari, and Texas Instruments microcomputers. Two

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editions are published, one for grades K-6, the other for secondary grade levels. Approximately 20 descriptions and evaluations are published in each issue.

**CREATIVE COMPUTING**, published by Ziff-Davis Publishing Co. Editorial offices located at 39 E Hanover Avenue, Morris Plains, NJ 07960, (201)540-0445. Circulation: 250,000<sup>1</sup>. Published monthly, with both fictional and non-fictional material on microcomputers. Both general and technical information is provided with at least two articles in every issue featuring a program listing.

Creative Computing is looking for articles of interest to all users: personal, business, and educational. They welcome the following submissions: evaluations of software, tutorials, technical articles with program listing, games, new product reviews, new program reviews, applications and programming techniques for users of all levels. What they DO NOT want is - anything about calculators, and not much about hardware. According to their Author Guide (contact them to receive a free copy), "We're no longer interested in hardware very much, unless it has general ideas behind it. We assume hardware; we want to use it. The world of software is much, much bigger, and that is Creative Computing's territory."

Creative Computing has no preference regarding submission of a complete article or a query. Articles should be 500-3000 words in length, and all submissions should be typed. The magazine pays \$35-\$50 per printed page. They buy first rights, and usually first reprint rights (to be able to use the article for "Best of Creative Computing"). Contact Peter Fee, Managing Editor, or Michael Coffey, Technical Editor.

**CREATIVE COMPUTING VIDEO AND ARCADE GAMES**, Ahl Computing, Inc., 39 E. Hanover Avenue, Morristown, NJ 07950, (201)540-0445. This is a new magazine, published three times annually. It is devoted to games: home video, home computer, and home electronic. It publishes short descriptions and reviews of programs, as well as feature length articles. Contact Peter Fee, Managing Editor, or Elizabeth B. Staples, Editor.

**C.U.E. NEWSLETTER**, PO Box 18457, San Jose, CA 95158. Published approximately six times during the school year by Computer Using Educators. The newsletter provides news on computer conferences as well as reviews of educational software packages.

**DATA BASE MONTHLY**, PO Box 10998 -586, Austin, TX 78766, (512)250-1225. Published monthly for "the Data General and DG-compatible community." Articles encompass a variety of business applications, including database management and graphics.

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**DATACAST**, 345 Swett Road, Woodside, CA 94062, (415)851-7075. Published bi-monthly as a reference source for users of major microcomputer systems (especially CP/M based systems). It features tutorials and comprehensive software documentation. Most articles are written in-house. Technical writers: Jim Warren, Tony Bove, and Cheryl Rhodes.

**DATAMATION**, Main editorial offices are located at 875 Third Avenue, New York, NY 10022, (212)605-9400. Circulation: 21,300 paid, 130,100 controlled. Published monthly, supplying articles and announcements of new computer software for all business applications, including technical, managerial, and cultural. Emphasis is on the data processing industry. The "Software and Services" Department provides short descriptions of business packages. Program listings are not included. Query or send manuscript. Contact Becky Barna, Managing Editor, Michael Tyler, Review Editor, or Stephen B. Gray, Technology Editor.

**DR. DOBB'S JOURNAL**, People's Computer Company, 1263 El Camino Real, PO Box E, Menlo Park, CA 94025, (415)323-3111. Circulation: 16,000. This is a technical microcomputer publication published monthly for all users of microcomputers. Most of the articles are submitted by readers. Programs listings published are considered to be in the public domain. Editorial content is extremely flexible with emphasis on new and innovative applications. These regularly discuss systems software, utilities, business, scientific applications, and more. Reviews and new product listings are published regularly. Submissions should be typed, double-spaced on white paper with your name and address on the first and last pages. Complete guidelines can be obtained by sending a request and a self-addressed, stamped envelope to the magazine. Contact Marlin Ouverson, Editor.

**EDUCATIONAL COMPUTER**, EdComp, Inc., 10439 North Stelling Road, Cupertino, CA 95014, (408)252-3224. Circulation: 15,000 controlled. Published bi-monthly, directed at educators and those interested in the use of computers in the classroom. Software reviews and articles. Contact Joan Hiraki, Editor in Chief.

**EDUCATIONAL COMPUTING**, Magsub Ltd., Oakfield House, Perrymount Road, Haywards Heath, Sussex RH16, 3DH England. Published monthly. This magazine provides general interest articles on computer applications in education at all levels, from elementary school through college. They describe new software packages for the educational field in detail.

**EDUCATIONAL TECHNOLOGY**, 140 Sylvan Avenue, Englewood Cliffs, NJ 07632, (201)871-4007. Circulation: 500 paid. Published monthly for microcomputer

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users interested in the general use of technology in education. Regular features include hardware and software reviews and articles on educational computing. Contact Pat Agresta, Review Editor, or Lawrence Lipsitz, Publisher and Editor-in-Chief.

**80-MICROCOMPUTING**, 1001001 Inc., Pine Street, Peterboro, NH 03458, (603)924-9471, 343-0728. Published monthly for users of the TRS-80 series. Circulation: 130,000 paid. This magazine welcomes articles and program listings for any TRS-80 related applications for all users, from the beginner to the more advanced programmer. "We will consider publication of any TRS-80 oriented material." They regularly publish program listings, new product listings, and software reviews. Major fields of interest include construction, data management, education, games, tutorials, utilities, and applications. Free-lance reviews are also accepted. Send a stamped, self-addressed envelope and ask for their free booklet, "How to Write for 80-Microcomputing." They pay approximately \$50 per printed page and have a 3000 word minimum. Query first. Contact Debra Marshall, Managing Editor, of Michael Nadeau, Review Editor.

**80 U.S. JOURNAL** 3838 South Warner Street, Tacoma, WA 98409, (206)475-2219. Circulation: 13,000 paid, 13,000 controlled. Published monthly for users of TRS-80 microcomputers. Emphasis is on business applications. Program listings in BASIC and machine language are published in each issue, as are software reviews and 'Evaluation Reports'. Contact Donald Scarberry, Managing Editor.

**ELECTRONIC EDUCATION**, Electronics Communications, Inc., Suite 220, 1311 Executive Center Drive, Tallahassee, FL 32301, (904)878-4178. Features articles on educational use of computers. Publishes reviews of instructional packages.

**ELECTRONIC LEARNING**, Scholastic Inc., 703 Broadway, New York, NY 10003, (212)505-3000. Circulation: 55,000. Published bi-monthly, this magazine contains "anything that pertains to elementary and secondary schools. We want to provide help in understanding what's going on with computer and other technologies." This is a non-technical publication, and has very little in the way of program listings. They do review educational software packages. Although "it is rare that unsolicited manuscripts can be used - most of [the articles] are done on assignment." They do sometimes publish free-lance material. Writer's guidelines are available. Payment ranges from \$25-\$400. To have a program reviewed, send it to Peggy Gladstone, Review Editor, for articles contact Jack Roberts, Editorial Director.



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**ETC.**, Far West Laboratory, 1855 Folsom Street, San Francisco, CA 94103. This is a newsletter published monthly with information on computer resources. There is a section providing short descriptions of educational applications.

**FLOATING POINT**, Special Projects Division, Bay Area Marine Institute, Pier 66, San Francisco, CA 94107, (415)552-4500. Circulation: 175. Published quarterly, this newsletter focuses on computer applications in the marine industry. "Most of our readers are engineering professionals in the ship and boat design and the shop and boat building fields." The newsletter is designed to be "education-oriented," and provides general information about the use of computers alongside detailed reviews of software, hardware, and literature. Contact Miklos M. Kossa, Naval Architect, at the above address or at 1760 Solano Avenue, Room 209, Berkeley, CA 94707.

**GOVERNMENT DATA SYSTEMS**, published by United Business Publications, Inc., 475 Park Avenue South, New York, NY 10016, (212)683-8430. Circulation: 20,000. Publishes articles of interest to Federal and military systems designers and management operations and Federal, state and local information managers and public administrators. Applications include data processing, word processing, and interactive graphics. Contact Andren Rosenbloom, Editor.

**HARDCORE COMPUTING**, 14404 East D Street, Tacoma, WA 98445. Circulation: 5000. Published quarterly for users of Apple microcomputers. An update is supplied between each issue with program revisions and modifications and other pertinent information. Regular issues feature 'how-to' articles, reviews, programming tips, and program listings. Some programming experience is assumed. Applications include disk utilities and games, among others. Contact Charles R. Haight, Publisher/Editor.

**HOT COCO**, Wayne Green, Inc., Peterborough, NH 03458, (603)924-9471. This is a new magazine, published monthly for TRS-80 Color Computer and other color computer users. They are interested in articles on any applications. Contact the review editor for information on writing reviews or submitting software for them to review. They will reply within a few weeks. Guidelines for prospective authors are available. In general, articles should be typed, double-spaced, and any diagrams and program listings should be labelled. They would like both a hard copy and a listing on magnetic media (disk or tape) of any programs. Query first. Contact Michael Nadeau, Managing Editor, or Barbara Jatkola, Review Editor.

**INCIDER**, Wayne Green Publications, Inc., 80 Pine Street, Peterboro, NH 03458, (603)924-3873. Circulation: 60,000. Published monthly for Apple microcomputer

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users. This provides general information to people who use their computers for business, education, home and hobby applications. InCider regularly publishes articles, tutorials, software reviews, new product announcements, programming techniques, and a wide variety of applications. New product announcements should be sent to the Advertising Department at the above address. Query before submitting articles or reviews.

**INFOSYSTEMS**, Hitchcock Building, Wheaton, Illinois, 60187, (312)665-1000. Published monthly. They will accept articles and program listings of general interest to management. They do not pay for submitted articles. Query first. Contact Wayne L. Rhodes, Jr., Editor.

**INFOWORLD**, 530 Lytton Avenue, Palo Alto, CA 94301, (415)328-4602. Circulation: 50,000. A widely read newsweekly for the microcomputer community. Articles are of interest to all users. "Infoworld is the newspaper for the microcomputer user who wants to keep abreast of new developments in products, services, applications and technological trends. Feature articles span a broad spectrum of topics from information networks to federal legislation." Reviews and new product announcements are published regularly. The 'Rapid Access Marketplace' categorically lists computer-related products and services. Owned by Computerworld. Contact Jeff Brown, Review Editor, or John Barry, Managing Editor.

**INSTRUCTIONAL INNOVATOR**, AECT, 1126 16th Street NW, Washington, DC 20036, (202)466-4780. Published eight times each year by the Association for Educational Communications and Technology. AECT periodically publishes special issues devoted to educational applications on microcomputers.

**INSTRUCTOR**, 757 Third Avenue, New York, NY 10017, (212)888-3400. Circulation: 270,000 . Published monthly for educators in the K-8 grade range. Editorial content includes tutorials, articles on educational applications, and reviews of software packages. Computer news items are listed in a monthly column. Thirty percent of the articles are written by free-lance authors. Contact the magazine for a free copy of their writer's guidelines. The length of submitted articles should be between 250 and 2500 words. Instructor buys all rights to articles they publish. Query first. Contact Leanna Landsmann, Editor in Chief.

**THE INTELLIGENT MACHINE JOURNAL**, 345 Swett Road, Woodside, CA 94062. Published biweekly. Seeks articles and program listings dealing with microcomputers. Send query to the editor.

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**INTERFACE:** The Computer Education Quarterly, 116 Royal Oak, Santa Cruz, CA 95066, (408)438-5018. Circulation: 1000. Published quarterly, featuring programming tips and articles on the instructional uses of computers. Payment is negotiable. Query, with a sample of work. Contact Kris Johnson, Editor, or Steven Mitchell, Articles Editor.

**INTERFACE AGE,** 16704 Marquardt Avenue, Cerritos, CA 90701. Published monthly, circulation: 90,000. They are looking for articles about software as well as program listings. Subjects of interest include new software, how-to articles, applications, robotics, systems, and technology aimed at small businessmen, educators, lawyers, physicians, home computer users, students. Interface Age supplies a free writer's guide on request. Program listings are welcome if printed with a new ribbon, and they prefer manuscripts be typed and double-spaced. They will respond to queries as well as complete articles. Payment ranges from \$20 to \$50 per published page. Contact Les Spindle, Managing Editor, or Tom Fox, Terry Benson, and Gary Bellasalmo, Technical Editors.

**INTERFACE 1000,** HP 1000 International Users Group, Administrative Office, PO Box 54895, Oklahoma City, OK 73154. Published monthly for users of Hewlett Packard computers systems. Provides applications, reviews, and new product listings.

**JINSAM NEWSLETTER,** Jini Micro-systems, Inc., Box 274-ED, Kingsbridge Station, Riverdale, NY 10463, (212)796-6200. This newsletter is directed at users of the IBMpc and Commodore series 9000/8000/4000/2000 who are involved in administrative data management.

**JOURNAL OF COURSEWARE REVIEW,** The Apple Education Foundation, 20525 Mariani Avenue, Cupertino, CA 95014, (408)973-2105. This is published tri-annually by the Foundation's Educational Program Evaluation Center. Reviews of commercial software for Apple computers, along with source information, is provided. The journal is available through microcomputer dealers.

**JOURNAL OF COMPUTERS IN MATHEMATICS AND SCIENCE TEACHING,** Association for Computers in Mathematics and Science Teaching, Box 4455, Austin, TX 78765, (512)258-8083. Circulation: 3500 controlled. Published quarterly, directed at college and pre-college level educators. Features include software reviews, lists of available math and science software, and articles on computer use in instruction of said subjects. Contact Mary W. Marks, Managing Editor, or Gary H. Marks, Editor in Chief and Software/Hardware Review Editor.

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**KILOBAUD MICROCOMPUTING**, Pine Street, Peterboro, NH 03458, (603)924-3873. Published monthly, circulation 80,000. They welcome technical articles as well as tutorials and new product evaluations. Program listings can be included. This magazine is addressed to business users, students, hobbyists, and anyone interested in using microcomputers. They are "trying to interest newcomers to the field," and want articles that will not intimidate novices. Send for their free booklet, "How to Write for Kilobaud Microcomputing." They like articles to be written in the first person, and to be at least 3000 words long. They buy all rights, paying \$35-\$50 per printed page. Contact John Barry, Managing Editor.

**THE LAWYER'S MICROCOMPUTER** published by R.P.W. Publishing Corp.. PO Box 1046, Lexington, South Carolina 29072, (803)359-9941. A monthly newsletter for lawyers using the TRS-80. They plan to review and evaluate hardware, software, and literature of value to a lawyer using Radio Shack products. Programming tips and any other useful information is welcome. Contact Joy C. Cloy.

**LIFELINE**: The Software Magazine, 1651 Third Avenue, New York, NY 10028, (212)722-1700. Circulation: 11,000. Published monthly for business users of CP/M and compatible systems. They publish tutorials and how-to articles, as well as software reviews and new product reports. This is a technical magazine, and program listings are welcome. Send a self-addressed, stamped envelope for author guidelines outlining format and payment terms. Software packages can be submitted for review. Free-lance reviews are also accepted. Contact the Editor.

**MACUL JOURNAL**, c/o Larry Smith, Wayne County ISD PO Box 807, Wayne, MI 48184. This is the journal of the Michigan Association for Computer Users in Learning. It reviews software for Apple, PET, TRS-80, Atari, and TI microcomputer systems, and is published "occasionally." The journal is distributed to members of the Association.

**MATHEMATICS AND COMPUTER EDUCATION**, formerly The MYTAC Journal, PO Box 158, Old Bethpage, Long Island, NY 11804. Circulation: 4000. Directed toward educators of math and computer science at the two-year college level and first years of university education.

**MATHEMATICS TEACHER**, National Council of Teachers of Mathematics, 1906 Association Drive, Reston, VA 22091, (703)620-9840. Published monthly for educators in secondary schools and junior colleges. This magazine is devoted to practical aids for teaching mathematics. There are regular reviews of software, and periodically a special issue is published concentrating on classroom computer use.

**MICRO, THE 6502/6809 JOURNAL**, Micro Inc., 34 Chelmsford Street, PO Box 6502, Chelmsford, MA 01824, (617)256-5515. Circulation: 30,000 paid. Published monthly for users of Apple, Atari, PET/CBM, OSI, TRS-80 Color Computer, and others using 6502, 6800, and 6809 based systems. The bulk of this magazine is for intermediate to advanced users in business, industry, and education. Micro provides tutorials, programming tips, software reviews and descriptions, utilities, and extensive program listings for the above applications. A new section, "Learning Center," has recently been added to help beginners use their computers.

Practically all the articles and programs published in Micro are written by free-lancers. The magazine supplies a writer's guide upon request (send a self-addressed, stamped envelope). It is better to send an article than to query. Program listings should be sent on magnetic media (tape or disk). Micro pays \$50-\$75 per printed page. They have a panel of reviewers to evaluate submitted software; if someone is interested in becoming a member of the panel, they are willing to consider applications. No free-lance reviews are accepted. Contact Marjorie Morse, Managing Editor.

**MICROCOMPUTER SYSTEMS**, 1607 North Cochran, Hutchison, KS 67501, (316)663-1047. Published monthly for users of Atari, Apple, TRS-80, Commodore, and other microcomputer systems. This magazine covers applications for professional, business, entertainment, hobby and personal use. New product announcements are listed regularly. Contact the Editor.

**MICROCOMPUTER COURSEWARE/MICROPROCESSOR GAMES, EPIE MATERIALS REPORT 98/99m.**, EPIE Institute, Box 620, Stony Brook, NY 11790, (516) 246-8668. Publishes complete reviews of commercial educational software packages, as well as evaluations of microprocessor games.

**MICROCOMPUTER DIGEST**, 103 Bridge Avenue, Bay Head, NJ 08742. Published monthly. This newsletter has articles describing administrative and educational applications of computers. There are software and hardware reviews, and computer packages are described in detail.

**MICROCOMPUTERS IN EDUCATION**, Queue, Inc., 5 Chapel Hill Drive, Fairfield, CT 06432, (203)335-0908. Published monthly, and devoted to the review of educational software. Commercial packages are reviewed and reviews from other sources are published. They have new product listings of software available from Queue, Inc.

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**MICROCOMPUTING INDUSTRY**, 1001001, Inc., Pine Street, Peterborough, NH 03458 (603) 924-9471. A Wayne Green Publication. A monthly newsletter providing information covering the entire spectrum of topics within the microcomputing retail industry. Sample articles include marketing trends, software protection, corporate mergers, retail news, and legislative actions relating to software marketing.

**MICRO CORNUCOPIA**, 11740 NW West Road, Portland, OR 97229, (503)645-3253. Published bi-monthly, circulation: 1000 paid. This is a journal devoted to "big board" users. The big board is a single board, Z80 64K, CP/M 2.2 based system with on board 80/24 generator, parallel and serial plots and floppy controller. Articles published include software projects and reviews. Contact David J. Thompson. Editor and Publisher.

**MICROECONOMICS**, Journal of the Boston Computer Society's Computer Consultants and Entrepreneurs Group, Three Center Plaza, Boston, MA 02108, (617)367-8080. This monthly newsletter is designed to "help you create and run productive, profitable, and enduring companies." They report case studies of successful and unsuccessful business ventures and publish notes from their monthly meetings. Contact John Sturm, Editor.

**MICRO SOFTWARE MARKETING**, PO Box 380, Congers, NY 10920. "The industry newsletter for those who create, package, and market software for microcomputers."

**MICROSYSTEMS**, Ahl Computing, Inc., One Park Avenue, New York, NY 10016, (212)725-3500. Circulation: 40,000. Published monthly for users of CP/M based micros. Each issue contains new products listings and a software directory. Applications of interest: graphics, business, communications, education. Article submissions are welcome. Send query or call Chris Terry at (212) 725-6856. To have a product reviewed or to publish a tutorial, contact the editor, Sol Libes. Plans include publishing an S-100 Products Directory.

**MINI-MICRO COMPUTER NEWS**, MMC Publications, Bellaire, TX 77401, (713)784-5006. Published the first week of each month, this is the "newspaper for the hobbyist to the small businessman."

**NEWSLETTER OF THE NATIONAL CONSORTIUM ON USES OF COMPUTERS ON THE MATH, SCIENCES EDUCATION**, 014 Memorial Hall, Univer-

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sity of Delaware, Newark, DE 19711. Published by the Math Special Interest Group of ADCIS, this newsletter provides information on mathematical applications of computers at all levels of education.

**NIBBLE**, Box 325, Lincoln, MA 01773, (617)259-9710. Published monthly for users of Apple microcomputers (see also Software Publishers). Circulation: 60,000. This periodical is "suitable for both the beginner and the advanced programmer." Each issue contains general and technical information, reviews, program listings, and more. They will consider articles dealing with a wide range of applications, and are "especially looking for submissions describing applications for games, utilities, home and personal information management, finance, and music."

Writer's guidelines for prospective authors are available. In general, "articles should support the listed program", i.e. what it is, what it does, how it does it, how the program is loaded and used, how the program can be modified to fit the user's needs, et cetera. Submissions should be typed, double-spaced, on plain white paper. Payment ranges from \$20 for short articles to \$500-\$600 for major articles by experienced writers. Software reviews from free-lance writers are considered.

Nibble also publishes "The Best of Nibble," and authors of articles chosen for republication are paid accordingly. Contact David Szetela, Technical Editor.

**99'er MAGAZINE**, Emerald Valley Publishing Company, 1500 Valley River Road, Suite 250, Eugene, OR 97405, (503)485-8796. Circulation: 50,000 paid. Published monthly for users of the TI 99/4, featuring tutorials, software listings, reviews, and new product listings. Applications include education, entertainment, business, home, and professional use. There is a section devoted to LOGO applications. Contact G. Michaels, Software Review Editor, or David G. Brader, Managing Editor.

**OS/TECH**, Consult/DM, Inc., PO Box 517, Clearwater, FL 33517, (813)446-7239. A bi-monthly newsletter for users of the Osborne I computer. This publishes tutorial articles for both experienced and beginning programmers, with 'how-to' information for a variety of applications. "Since most of the club members use the Osborne for business, we will concentrate on business, with games coming up on the rear." Program listings published are in the public domain.

**THE PAPER**, PO Box 460, Livingston Manor, NY 12758. Published bi-monthly for users of PET microcomputers. The Paper prints programming tips for users of all levels, with general information and software reviews.

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**PC**, the Independent Guide to IBM Personal Computer Users, Software Communications, Inc., 1528 Irving Street, San Francisco, CA 94122. Circulation: 70,000 + . Published monthly for users of the IBMpc. This magazine supplies general and some technical information for users and programmers. Partial program listings are included as supplementary material to articles; complete listings are not published. PC has an extensive product guide for hardware and software, as well as resource information for user groups, accessories, consultants, etc. They do accept free-lance reviews of software. Contact Stephen Cook, Hardware/Software Review Editor, or Susan R. Keller, Managing Editor.

**PC WORLD**, The Personal Computer Magazine for Second-Generation IBM PCs and Compatibles, PC World Communications, Inc., 555 DeHaro Street, San Francisco, CA 94107, (415)861-3861. Published monthly, this new magazine publishes information for IBMpc users with some knowledge of programming or the computer world. They have software and hardware reviews, state of the art editorial material, and a 'Hands On' section including complete program listings. They publish a directory in each issue, giving brief descriptions of new products, computer-related services, accessories, etc. Contact Steven Cook, Technical Editor.

**PEELINGS**, 2260 Oleander, Las Cruces, New Mexico 88001, (505)526-8364. Circulation: 5000. Published monthly, this magazine is composed entirely of evaluations of software and hardware for Apple microcomputers. In-house reviewers examine Apple products and provide in-depth write-ups of their testing results. Applications: graphics, games, data management, communications, business, financial, utilities, and educational. Send software review requests to the above address, marked Attn: Reader Request. Managing Editor John Mitchener; Software Review Editor John Martellaro.

**PERSONAL COMPUTING**, Hayden Publishing Company, 50 Essex Street, Rochelle Park, NJ 07662, (203)843-0550. Circulation: 350,000. Published monthly for home, business, professional, and educational users. Features non-technical articles on programming and applications. They are seeking articles on the above applications and tutorials to help people use their microcomputers and program effectively. Personal Computing is also interested in computer games, history, humor, and fiction. They are especially interested in business programs dealing with inventory, accounting, payroll, financial and market analysis, time management, planning, material handling, product design, and cost accounting.

Program listings are especially welcome and should be accompanied by text explaining the program in detail: what it does, how it does it, etc. The documentation should



also include the overall structure of the program and any special algorithms or subroutines. Suggest how the program can be modified for special applications.

Personal Computing requests that listings be “very clean, typed with a fresh ribbon on white paper.” Payment is based on the length, quality, complexity, and type of article, but is typically \$75-\$125 per article. The higher rates would be paid for articles accompanied by a program listing and for those of a more useful nature. For example, a business application program would ‘rate’ more than a game program. Send a self-addressed, stamped envelope for their free booklet ‘Writer’s Guideline’. Contact Robert Cubbedge, Managing Editor, or Jeffrey Rothfeder, Software/Hardware Review Editor.

**PERSONAL COMPUTER AGE**, 10057 Commerce Avenue, Tujunga, CA 91042, (213)352-7811. Circulation: 40,000. Published monthly for users of the IBMpc. Provides general and technical information. Special interest columns deal with applications in communications, graphics, business, law, music, and education. The magazine also publishes software reviews, new product announcements, and technical articles on a regular monthly basis.

Software submitted to be reviewed is sent to an independent reviewer. Free-lance reviews are also accepted. A hard-copy and a disk should be sent to the magazine. Articles should be sent to the appropriate editor. Listings can be included in an article. Payment is \$.06 per word.

Contact Kathryn Klink-Zeitz, Music Editor; Sheridan Foster, Legal Editor; Leigh Zeitz, Education Editor; Pete Moulton, Communications Editor; Michael Durr, Associate Editor; Robert Embry, Managing Editor.

**POPULAR COMPUTING**, McGraw-Hill, Inc., PO Box 397, Hancock, NH 03449, (603)924-9281. Circulation: 220,000 paid. Published monthly, this magazine is geared toward small-business and home microcomputer users. Regular features include program listings, reviews, and tutorials. They are looking for articles discussing unique ways of using the computer, profiles of people in the industry, and tutorials.

Only 5 percent of unsolicited articles are published. Query first! Send an outline of the proposed article with an example of your writing style. Reviews of both software and hardware are “almost exclusively written by outside authors, usually well-written experts in the field.” Again, query first, indicating the machine you are working on and your experience. In both cases, BE AS SPECIFIC AS POSSIBLE. Payment is completely dependent on the article and the writer’s experience, and can range from \$150-\$2000. Contact Rich Friedman, Managing Editor.

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**PORTABLE COMPUTER**, published by Miller Freeman Publications. Headquarters are located at 500 Howard Street, San Francisco, CA 94105, (415)397-1881. Circulation: 20,000<sup>s</sup>. Presently published bi-monthly, this magazine has information for users of all portable computers. It is particularly interested in hardware and software innovations, and provides software reviews for business, educational, home management, financial, and graphics applications. Contact Marshall W. Freeman, Publisher.

**POWER/PLAY**, Commodore Business Machines, User Publications Department, 950 Airport Road, West Chester, PA 19380. (Also see Commodore Magazine in this chapter.) This is published four times each year by the makers of Commodore Computers for beginners using their machines. They are interested in all applications, and particularly like tutorial articles. Any information of interest to Commodore users is considered for publication in either this or Commodore Magazine. Program listings are welcome. Submit a hard copy of the listings as well as a tape or disc. Payment is \$15 per page for programs, \$25-\$35 per printed page for editorial material. Articles should be 750-2500 words in length. Send for authors' guidelines first. Contact Diane LeBold, Editor.

**RECREATIONAL COMPUTING**, People's Computer Company, 1263 El Camino Real, Box E, Menlo Park, CA 94025. Circulation: 20,000<sup>s</sup>. Published bi-monthly for educational and recreational users of microcomputers. Their focus is on answering the question, "what would I use a personal computer to do?" As a response, they publish fiction, articles, and tutorials for people who use their computers for business, pleasure, education, and personal and home management. They are willing to consider articles and program listings on any aspect of computing. If you plan to send a program listing, query first for special instructions. In any case, include a self-addressed, stamped envelope. Contact Julie Anton, Editorial Assistant.

**REFERENCE**: the Business Journal for IBM Personal Computing, PO Box 1200, Amherst, NH 03031, (603)673-9544. Circulation: 25,000. Published bi-monthly for business users of the IBMpc. Features particular business applications. This is a non-technical magazine. Partial program listings are included only when needed as referenced in an article. The magazine wants articles written in 'business language'. "We don't want technical articles. If an author can't say it in English, he's not talking to our audience." Reference provides comprehensive software guides, and accepts free-lance reviews. Payment for articles is usually \$200 and up. Contact John DiCocco, Senior Editor.

**REMARK**, Heath User's Group, Hilltop Road, St. Joseph, MI 49085. Published monthly for users of Heath microcomputers.

**S-80 COMPUTING**, published by Computer Information Exchange, Inc., Box 158, San Luis Rey, CA 92068. A monthly paper supporting the TRS-80. Query first to the Editor.

**S-100 MICROSYSTEMS**, Box 1192, Mountainside, NJ 07092. Published six times a year. They seek articles and program listings on S-100 software, hardware, and applications. Articles should be typed "40 characters per inch at 10 pitch. Author's name, address, and phone number should be included on the first page." Contact Sol Libes, Editor.

**SCHOOL MICROWARE REVIEWS**, Dresden Associates, PO Box 246, Dresden, ME 04342, (207)737-4466. Contains comprehensive reviews of software, written by users of Apple, Atari, PET, and TRS-80 microcomputers. They are especially interested in reviews of educational software packages.

**SEXTANT**, 716 E Street, SE Washington, DC 20003, (203) 544-0900. Circulation: 8000 paid. Published quarterly for users of Heath/Zenith microcomputers. Sextant publishes articles and tutorials for all applications, especially business and professional. Short program listings can be included in articles. Contact Charles Floto, Publisher/Editor in Chief, or John Walker, Software/Hardware Review Editor.

**S. KLEIN NEWSLETTER ON COMPUTER GRAPHICS**, c/o Technology and Business Communications, Inc., 730 Boston Post Road, Sudbury, MA 01776. Published twice each month, this newsletter provides "total industry coverage," including CAD/CAM, business graphics, graphic arts, image processing, etc. Reports on software, systems, hardware, applications, and other relevant topics are in each issue. Contact Stanley Klein, Editor and Publisher.

**SMALL BUSINESS COMPUTERS**, 39 E. Hanover Avenue, Morris Plains, NJ 07950, (201)540-0445. This bi-monthly magazine for business users has been acquired by Creative Computing. It provides product information, tutorials, reviews, and applications for computer novices. The magazine is available through retail computer stores nationwide. Contact Howard Falk, Editor.

**SMALL COMPUTERS IN LIBRARIES**, Graduate Library School, University of Arizona, 1515 East First Street, Tuscon, AZ 85719, (602)626-3566. Published monthly, this newsletter has articles on applications of computers in libraries, including library management and public access applications. Each issue prints tutorials for library users.

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**SOFTALK**, 11160 McCormick Street, North Hollywood, CA 91601, (213)980-5074. Published monthly, Softalk provides general information for Apple users. Business, education, programming, and other topics are discussed, with articles for both beginners and experts. Software packages are featured throughout the magazine - in major articles, in reviews, in 'Marketalk News' (which gives short descriptions of major software packages), and in 'Fastalk', which lists very brief descriptions of packages indexed by application. Contact Al Tommervik, Publisher.

**SOFTALK FOR THE IBM**, 11021 Magnolia Boulevard, North Hollywood, CA 91601, (213)980-5074. Published monthly and distributed to owners of the IBM-pc. Provides information for beginners and experienced programmers, including applications, news, and reviews. Contact Forrest Johnson, Managing Editor.

**SOFTSIDE**, Softside Publications, Inc., 6 South Street, Milford, NH 03055, (603)673-0585. Circulation: 39,000 paid. Published monthly, this magazine prints BASIC program listings, articles, and reviews for users of TRS-80, Atari, IBM, and Apple II microcomputers. The emphasis is on entertainment, but they also publish articles on education, word processing, micro-music, and other applications. Contact Randal L. Kottwitz, Editor in Chief/Software Review Editor.

**SOFTWARE**, Suite K, 2803 Ocean Park Blvd., Santa Monica, CA 90405, (213)450-6646. Circulation: 30,000. Published bi-monthly "for the first year". This is a new magazine directed at business and professional end-users of all the microcomputers. They are interested in seeing "how-to" articles and tutorials - "how to use a new package or a new application for an existing package." There are no extensive reviews, but "notes and comments" and announcements of new software products. Software will provide a writer's guide to prospective authors, outlining article format and listing "the kind of article we want." They will send a free sample magazine for an author interested in seeing the type of articles published. They would like authors to submit text on disk, preferably Apple, otherwise IBMpc, as well as a hard copy. Contact Ann Saxon, Publisher.

**SOFTWARE CONSULTATION NEWSLETTER**, Software Consultation, Hilltop Road, St. Joseph, MI 49085. A monthly newsletter for users of Heath/Zenith data systems. Contact Thomas F. Dornback, Vice President, Zenith Data Systems/Heath Software Development.

**SOFTWARE NEWS**, Editorial headquarters located at 5 Kane Industrial Drive, Hudson, MA 10749, (617)562-9308. "The Computer Software Products Newspaper,"

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published monthly for business and professional users of microcomputers. Software News provides coverage of computer conferences and shows, corporate trends and decisions, software innovations, applications, and many other software-related news items. Contact Don Leavitt, Technical Editor or John Dodge, News Editor.

**SOFTWARE RETAILING**, 20 Community Place, CN 1952, Morristown, NJ 07960, (201)267-6040. Circulation: 15,400 retailers. This is a news-magazine for software merchandisers, providing news and reviews of the software packages available, as well as profiles, retailing techniques, etc. Contact Robert Sinnott, Publisher.

**SOFTWARE REVIEW**, Meckler Publishing, 520 Riverside Avenue, Westport, CT 06880, (203)226-6967. Contains articles and reviews on software for library and educational applications.

**SYNC**, 39 E Hanover Street, Morris Plains, NJ 07960, (201)540-0445. Published by Creative Computing. Circulation: 30,000 + "and growing very rapidly". Published bi-monthly for Timex/Sinclair users. They are willing to consider articles pertaining to any applications for all Sinclair computers, including financial analysis, graphics, and games. "Virtually all the content is from free-lancers - about 75 percent of our articles." The magazine addresses all levels of Sinclair users, from "the total novice to the experienced professional programmer." Program listings are printed when necessary and "all should be supported by an accompanying tutorial article." Freelance reviews are accepted. Payment is approximately \$25 per printed page. Query first. Contact Paul Grosjean, Managing Editor.

**SYNTAX ZX80**, RD 2, Box 457, Harvard, MA 01451, (617)456-3661. They publish both a monthly magazine and a quarterly newsletter for users of the Timex Sinclair 1000/2000. Circulation: 20,000 + and 10,000, respectively. Articles on all applications are accepted. According to their free writer's guide, "virtually any ZX80- or ZX81-related subject is suitable for SYNTAX. We're looking for stories on hardware projects and tips; software, book, and new product reviews." Typical submissions fall into one of these categories: applications articles/programs, utilities and machine language programs, analysis of ROM, BASIC programming techniques, dedicated applications of ZX81, technical data, and machine enhancements.

Program listings written in either Sinclair BASIC or Z80 machine code are also welcome. "We publish game, business, educational, utility, and science/math programs." Documentation should be concise but complete, including how to work the program, how to restart and how to exit the program, RAM and ROM requirements,

# **PERIODICALS-26**

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and the 'Syntactic Sum' (according to a program published 2/81 and 6/81 - available free if you send a stamped, self-addressed envelope). Syntax accepts reviews from outside authors, and software can be submitted to be reviewed in-house.

The author guideline information mentioned above outlines the appropriate format and lists other details regarding submissions. Programs and articles should be typed or printed clearly, double-spaced, with name, address, and day-time phone number on the first page. Acceptable story lengths range from 300 to 900 words. "We use a very tight newsletter style, and edit ruthlessly to fit in a large amount of information." Authors get by-lines. Payment is \$.07 per 6 characters of text. Contact Ann Zevik, Editor.

**SYSTEMS AND SOFTWARE**, Hayden Publishing Company, 50 Essex Street, Rochelle Park, NJ 07662, (201)843-0550. This publication is mainly for those concerned with management systems. The emphasis is on hardware, but there is a Software Products section which provides brief descriptions of software packages. Contact Wendy Rauch-Hindin, Senior Software Editor.

**TALMIS COURSEWARE RATINGS**, 115 Morth Oak Park Avenue, Oak Park, IL 60301, (312)848-4000. TALMIS is an information service for users of educational software. They publish a newsletter summarizing the results of surveys taken from a panel of software reviewers. The panelists are primary and secondary teachers who review commercial software for the education field.

**TANGENTS**, 16 Lewis Street, New Haven, CT 06513, (203)773-3279. Publishes articles of interest to educators of children ages 9-16. The magazine prints programs, stories, and graphics of educational value or of high interest to children, written by children or adults. No fee is paid, but a year's subscription is offered to those who write for Tangents. Send article/program or query. Contact Chris Baldwin, Editor.

**T.H.E. JOURNAL**, Infomation Synergy, PO Box 992, Acton, MA 01720, (617)263-3607. Circulation: 48,000 paid. This magazine is published eight times per year, providing administrators and educators with theoretical and practical applications in education, industry and training. Their aim is to provide a forum for the "exchange [of] ideas for the use of technology products and services in the classroom and administrative office through feature articles and product reviews." They provide writer's guidelines to prospective authors. Articles can be for users of all levels. T.H.E. Journal does not print program listings, and does not pay for articles. They do announce software publications and new software packages in a software/courseware section. Send a manuscript or query first. Contact Cindy Kocher, Associate Publisher.

**TRS-80 MICROCOMPUTER NEWS**, PO Box 2910, Fort Worth, TX 76113-2910, (817)390-3700. Published monthly by Tandy Corporation for users of Radio Shack microcomputers. They publish "anything that deals specifically with Radio Shack products." Articles can be of any length, and program listings (also of any length) can be included. They do not pay for any submissions. The articles published are considered to be in the public domain; "we expect people to copy and reuse the material printed in the magazine." If an author wants to retain a copyright, he should query first. Otherwise send the article directly to the editor. No reviews are published.

**TURTLE TALK**, Harvest Publishing, 118A Magazine Street, Cambridge, MA 02139, (617)547-3289. Published bi-monthly, designed to promote the use of LOGO in the education field. The magazine publishes articles of general interest to LOGO programmers, tutorials, and LOGO applications.

**TWIN CITIES COMPUTER USER**, 2344 Nicollet Avenue, Minneapolis, MN 55404, (612)874-7550. A monthly newsletter providing educational, business, programming, and telecommunications news to microcomputer users. They also print information about user group meetings for any type of micro system.

**WINDFALL**, 68 Chester Road, Hazel Grove, Stockport, SK7 5NY, England. Published monthly by the British Apple Users' Group.

**WORD PROCESSING AND INFORMATION SYSTEMS**, formerly Word Processing Systems, Geyer-McAllister Publications, Inc., 51 Madison Avenue, New York, NY 10010, (212)689-4411. Publishes material with regards to word processing and information management. Contact the Editor.





# **SHOWS**

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# SHOWS-2

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**1983 NATIONAL COMPUTER CONFERENCE**, May 16-19, Anaheim, CA. This year's show will have the theme "The Emerging Information Age: Computers, Communications, and People." The show is presently sold out. Contact Deborah Kalbsfleisch, Marketing Coordinator, at The American Federation of Information Processing Societies, Inc., 1815 North Lynn Street, Arlington, VA 22209, (703) 558-3600.

**APPLEFEST/'83**. This is a series of shows sponsored by National Computer Shows. They are for those interested in finding Apple oriented dealers, distributors, representatives, and OEMs. The following shows are scheduled for this year: Anaheim - April 15-17; Boston - May 13-15; and San Francisco - October 28-30. Contact Bill Mahan at National Computer Shows. See CP/M/'83 for address.

**COMPUTER SHOWCASE EXPO** is a series of regional end-user shows that have been extremely well marketed by the Interface Group (see the COMDEX shows). There are shows planned for nine cities this year: in Atlanta, St. Louis, Boston, Miami, Anaheim, New York, San Francisco, Chicago, and Los Angeles. Contact the Interface Group. See Comdex/Europe for details.

**COMDEX/EUROPE '83**, October 24-27, The RAI International Congress and Exhibition Centre, Amsterdam, the Netherlands. This European version of the Interface Group's American shows is targeted at the European ISO/OEM market exclusively. The show happens to coincide with the 200th anniversary of America's longest uninterrupted trade relationship with any nation (Holland). For more information contact the Interface Group, PO Box 927, 160 Speen Street, Framingham, MA 01701. In MA, (617) 879-4502. Outside MA, (800) 225-4620.

**COMDEX/FALL '83**, November 29-December 2, 1983, Las Vegas, Nevada. This is the largest computer trade show in the history of the computer industry. Projections for the 1983 show are for more than 1500 exhibitors in over 4500 booths, and 50,000 attendees. This will certainly be an important show in which to introduce new products, do research, and broaden distribution channels. Contact the Interface Group. See Comdex/Europe for details.

**COMDEX/SPRING '83**, April 26-29, World Congress Center, Atlanta, GA. Comdex is a computer trade show where independent sales organizations (ISOs) and OEMs truly come looking for the latest computers, peripherals, media supplies, and services. It is a good place to make contact with other vendors, wholesale buyers, publishers, etc. The show is sponsored by the Interface Group. See Comdex/Europe for details.

**CPM/'83**, January 21-23, Moscone Center, San Francisco, CA. This show was conceived as a vehicle to bring users, developers, distributors, and retailers of CP/M software together. This was the first show of its kind and attracted more than 600 companies and had 48,000 attendees. The show is produced by National Computer Shows, 824 Boylston Street, Chestnut Hill, MA 02167. Inside MA: (617) 739-2000. Outside MA: (800) 343-2222. Contact Bill Mahan.

**EIGHTY/APPLE/PC COMPUTER SHOW**, April 8-10, Statler Exposition Hall, New York, NY. This is the only major computer show ever held for these three major small computer systems made by Radio Shack, Apple, and IBM. The show is a public exposition directed to owners and users of the above systems. The projected attendance for the 1983 show is between 16,000-18,000. Attendees are interested in purchasing computers, printers, software, books, magazines, peripherals and accessories. Contact Ken Gordon at Kengore Corp., 3001 Route 27, Franklin Park, NJ 08823, (201) 297-2526.

**INTERFACE '83**, March 21-24, Miami Beach FL. This show is billed as "the world's largest conference and exposition on data communications/DDP/networks/information processing." Last year there were 1000 booths exhibiting the above hardware, software and services. This is another of the shows sponsored by the Interface Group. See Comdex/Europe for details.

**PC/'83**, This is a brand new show to be held in two locations this year: San Francisco June 17-19 and Boston October 8-10. This show is designed to bring together users, developers, distributors, and retailers of products compatible with the IBMpc. Contact Bill Mahan at the National Computer Shows. See CP/M/'83 for details.

**SIGGRAPH '83**, July 25-29, Detroit, MI. This will be the tenth annual conference of The Association for Computing Machinery's (ACM) Special Interest Group on Computer Graphics. In these ten years, the conference had grown from a small group of graphics experts to one of the largest technical conferences in the country. SigGraph presents papers each year which detail the most recent developments in graphics software, hardware, and interactive techniques. SigGraph '83 invites the submission of previously unpublished papers in all areas of computer graphics and interactive techniques. A more detailed 'Guide to Authors' is available from the program office. For conference information contact SigGraph '83 Conference Office, 111 East Wacker Drive, Chicago, IL 60601, (312) 644-6610.

# **SHOWS-4**

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**8th WEST COAST COMPUTER FAIRE**, March 16-21, the Civic Auditorium, San Francisco, CA. This is a very popular computer show; projected attendance this year is well over 40,000. The show draws not only from the San Francisco Bay area but from across the country. It is heavily attended by small computer system owners, business users, and hobbyists, although the show is not limited to small computers. Contact Computer Faire, 345 Swett Road, Woodside, CA 94062-9990, (415) 851-7077.

# **DISTRIBUTORS**

## **DISTRIBUTORS-2**

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**HOBBYWORLD ELECTRONICS**, 19511 Business Center Drive, Morthridge, CA 91324, (213) 886-9200. Mailorder distributor of a wide variety of microcomputer equipment and software.

**MICROMEDIA MARKETING, INC.**, 61 South Lake Avenue, PO Box 4509, Pasadena, CA 91106, (800) 423-4265. A major distributor of software and books throughout the US. Accounts include Computerland, Team Electronics, and other large chains. Deals only with established publishing firms, not individuals. Contact Zachary Bovinette, Vice President.

**THE SOFTWARE FEDERATION**, 44 University Drive, Arlington Heights, IL 60004. They distribute a library of Ohio Scientific compatible software through over 50 national dealers. Prices range from a few hundred to several thousand dollars. Contact Jeffrey Beamsley, President.

**THE SOFTWARE GUILD**, see listing in Software Publishers.

**SOFTWARE DISTRIBUTION NETWORK**, 2950 South Jamaica Court, Suite 100, Aurora, CO 80014, (303) 752-4385. Distributor of software for the Apple II. Plans to include Atari, Commodore, CP/M and IBMpc software to their network. Contact Jay Perkins, President.

**SOFTSEL**, 8295 South La Cienega Blvd., Inglewood, CA 90301, (800) 421-5770. An international distributor of business and recreational personal software. Contact Scott Hillman.

# **DIRECTORIES**

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## **DIRECTORIES-2**

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**THE ADDISON-WESLEY BOOK OF APPLE COMPUTER SOFTWARE**, The Book Company, 16720 Hawthorne Blvd., Lawndale, CA 90260, (213)417-8031. Published annually, quarterly updates available. Provides short descriptions and ratings of software packages for Apple computers. Ratings are based on price vs. usefulness, documentation, vendor support, error handling/ease of use.

**THE APPLE SOFTWARE DIRECTORY**, WIDL Video, 5245 West Diversey Avenue, Chicago, IL 60639, (312) 622-9606. Publishes five volumes annually: Business, Games, Education, The Apple II Resource Directory (a directory of hardware, boards, and accessories), and The Blue Book (a compendium of the others). The first three volumes provide alphabetical listings of software with the source of the program and a brief description. The following applications are included among the three books: graphics, data base management, utilities, entertainment, word processing, math, research, programming languages, business, and education.

**EDUCATOR'S HANDBOOK AND SOFTWARE DIRECTORY**, Vital Information, Inc., 7899 Mastin Drive, Overland Park, KS 66204, (913)648-4442. Lists educational software for Apple computers. Listings contain evaluations of the programs as well as vendor contact information. Indexed by subject and grade level. Also contains a section to be used as a guide to use of computers in the education field.

**REFERENCE MANUAL FOR THE INSTRUCTIONAL USE OF MICROCOMPUTERS**, JEM Research, Discovery Park, University of Victoria, BC, Canada V8W 2Y2 (604)477-7246. Lists and indexes educational software available for the Apple II microcomputer, software publishers and distributors, and publications and periodicals pertaining to microcomputers. Program listings are cross-referenced by grade level and subject. There is also a section which evaluates representative programs.

**THE SKARBK SOFTWARE DIRECTORY**, 11990 Dorsett Road, St. Louis, MO 63043, (314)567-7180. Published annually. Lists programs available for Apple computers alphabetically by title. Programs are indexed by application.

**SWIFT'S DIRECTORY OF EDUCATIONAL SOFTWARE, APPLE II EDITION**, Sterling Swift Publishing Co., 1600 Fortview Road, Austin TX 78704, (512) 444-7570. Contains listings of educational software for Apple II computers. There are two sections, one for commercial publishers, the other for independent authors. Each section is indexed by grade level and subject.



# DIRECTORIES-3

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**VAN LOVE'S APPLE II/III SOFTWARE DIRECTORY**, Advanced Software Technology, Inc., 7899 Mastin Drive, Overland Park, KS 66204, (913)648-4442. Published annually. Contains listings for software written to be run on Apple II and III computers. Listings include program name, publisher/manufacturer, brief description, and price. Vendors, with contact information, are listed alphabetically in a separate section. The main index separates programs into subject categories: agriculture, business, communications, education, mathematics, word processing, etc.

**INDEX TO CP/M SOFTWARE**, Small Systems Group, Box 5429, Santa Monica, CA 90405, (213)392-1234. Provides CP/M software listings free of charge. Listings include name, price, appropriate operating systems, and application. Optional description space is available for a standard fee. Main categories include Systemns programs, general applications, accounting applications, industry specific applications, and system utilities. These are further subdivided and indexed.

**INTEL YELLOW PAGES**, Intel Corp., 3065 Bowers Avenue, Santa Clara, CA 95051, (408)987-8080. Contains purchased listings of Intel related products and services. Typical software listings include title, languages, operating system, hardware requirements, and vendor contact information. Display ads may also be purchased. Listings are categorized and cross-referenced according to use or application. Major categories are operating systems, languages, personal computing software, development aids, utilities, data base, communications, applications, graphics, entertainment, and consulting services. These are sub-divided.

**VANLOVE'S CP/M SOFTWARE DIRECTORY**, Advanced Software Technology, Inc., 7899 Mastin Drive, Overland Park, KS 66204, (913)648-4442. Lists software for CP/M systems, including CP/M 80-86, MP/M, Unix, and other compatible systems. Listings include name, contact information, source language, computer specifications, operating systems, price, and category. Listings are indexed by categories (business, communications, education, mail list, medical, etc.) and sub-categories (e.g. medical contains business/billing, education, and treatment/diagnostic as sub-categories).

**SOFTWARE MARKETPLACE DIRECTORY**, Data Base Monthly, 11754 Jollyville Road, Suite 104, Austin, TX 78759, (512) 250-1255. Lists software packages for Data General and compatible computers. This is an informational service to subscribers of Data Base Monthly. Listings include name or function of the program, brief description, languages, operating systems, hardware specifications, and a reference number. Listings are categorized by application. Main categories are computer

# **DIRECTORIES-4**

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utilities, general purpose tools, and applications for vertical markets. These are further subdivided and indexed. To obtain vendor contact information, the reader contacts Data Base Monthly, verifies his subscription, and gives the appropriate reference numbers. Contact information is released only to subscribers.

**HEWLETT-PACKARD SERIES 80 SOFTWARE CATALOG**, Series 80 Users' Library, 1010 NE Circle Blvd., Corvallis, OR 97330. Contains listings of software for the Series 80 Personal Computers. Programs are indexed by application. Listings include vendor contact information.

**SOFTWARE/HARDWARE DIRECTORY AND GUIDE FOR IBM PERSONAL COMPUTER**, Sapana Micro Software, PO Box 748, Quincy, IL 62301. Contact Dr. Kailash Chandra. Published every six months, with updates monthly. There is a charge for listings, which include title, application, description, ordering information, and system requirements. Indexed by six categories: software, hardware, consulting services, supplies, retailers, and help wanted.

**RADIO SHACK TRS-80 EDUCATIONAL SOFTWARE SOURCEBOOK**, available at Radio Shack Stores. Lists educational software available for users of Radio Shack computers. Listings include brief descriptions and contact information. Programs are categorized by subject and indexed by title, grade level, and instructional technique.

**TEXAS INSTRUMENTS HOME COMPUTER PROGRAM LIBRARY**, available from TI dealers. Lists programs for Texas Instruments' microcomputers. Listings are categorized by application.

**CONSULTANT SOFTWARE DIRECTORY**, Wang Laboratories. Lists vendor developed and supported software packages for Wang computers. Listings are alphabetical by vendor name, and include application, price, language, hardware requirements, a description, and contact information. There is cross-referencing by industry.

**ZENITH DATA SYSTEMS SOFTWARE DIRECTORY**, Zenith Data Systems Corp., 1000 Milwaukee Avenue, Glenview, IL 60025. Provides full-page listings of software for Z89 - Z90 microcomputers. Applications are geared toward business: accounting, agribusiness, communications, languages, database management, education, engineering, entertainment, financial, graphics, information management, insurance and estate planning, inventory management, retail/wholesale/manufacturing, security, statistics, time management, and word processing.

# **DIRECTORIES-5**

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**CANADIAN DIRECTORY OF SOFTWARE**, 481 University Avenue, Toronto, Ontario, M5W 1A7, (416)596-5986. Contact Maureen Prendergast, General Manager or Linde Fistell, Research Editor. Published annually, updated monthly. Provides free listings to those with software available to the Canadian market. All applications. Listings include Canadian contacts, prices, number of users, plus descriptions, applications, hardware requirements. Indexed by name, applications, suppliers, and source languages.

**CLASSROOM COMPUTER NEWS DIRECTORY OF EDUCATIONAL COMPUTING RESOURCES**, 51 Spring Street, Watertown, MA 02172. Published annually. Lists educational software. Divided into six major sections: Sources, People, Places, and Things; Computer-specific Resources; Local and Regional Resources; Continuing Education; Calender; and Yellow Pages. Manufacturers, publishers, suppliers, services, and others are listed. Also, software evaluations are included.

**THE COMPUTERIST'S DIRECTORY**, PO Box 405, Forestville, CA 95436, (707)887-1857. "The National Phone Book of Computing." Contact Steve Pizzo or Jeff Love, editors. Published in January and July. Composed of two sections: 1) the White Pages, provide 25 word listings free of charge for any computer related product or service. Additional characters require payment. 2) the Yellow Pages, containing display ads, again for all computer-related material. This section is divided into alphabetically sorted categories. Software is subdivided by application.

**DATAPRO DIRECTORY OF MICROCOMPUTER SOFTWARE**, Datapro Research Corp., Delran, NJ 08075, (800)257-9406, in NJ (609)764-0100. Two volumes, published annually, updated monthly. Contains product listings in four categories: applications (27 sub-divisions), program title, vendor, system. Each listing is cross-referenced to the software product's and vendor's profiles, and user ratings. Product profile includes operating system, hardware requirements, applications, language, maintenance availability, etc. There is also an alphabetical vendor directory.

**DATA SOURCES**, 20 Brace Road, Cherry Hill, NJ 08034, (609)429-2100. Published quarterly, this catalogs software, systems, peripherals, manufacturers, and services. Listings are cross-referenced and indexed by company, product class, service, applications, and personnel. Display advertising is available.

**THE DIRECTORY OF COMPUTER SOFTWARE AND RELATED TECHNICAL REPORTS**, National Technical Information Service, US Department of Commerce, Springfield, VA 22161. A directory of machine-readable software available from Federal Agencies. Indexed by agency, subject, and accession number.

# **DIRECTORIES-6**

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**INTERNATIONAL DIRECTORY OF SOFTWARE**, Computing Publications Inc., First Federal Building, Suite 401, Pottstown, PA 19464, (215)326-5188. A comprehensive catalog of applications and systems software. Detailed listings are indexed by category. More than 100 categories and dozens of industrial groupings.

**MAJOR SOFTWARE SOURCES FOR CONSULTING ENGINEERS**, ACEC, 1015 15th Street NW, Suite 802, Washington, DC, 20005, (202)347-7474. A reference book for design professionals. Lists software vendors and programs, service bureaus, and other directories and information sources. Each is categorized by subject, hardware type, and manufacturer.

**MICROCOMPUTER SOFTWARE DIRECTORY**, Computing Publications, Inc., First Federal Building, Suite 401, Pottstown, PA 19464, (215)326-5188. A new directory to be published annually and updated regularly by the same company that publishes the International Software Directory (see listing). Free listings provided for software of all applications, for all systems. Detailed descriptions of software packages and of each supplier's organization. Contact Kay Floyd, Editor.

**THE MICROSOURCE**, Goddard and Case Publishers, Inc., 108 Oregon Avenue, Bronxville, NY 10708, (914) 779-8869. Distributed free. A forty word description is allowed for a fee. All applications and all models of personal computers are included.

**PRACTICE MANAGEMENT, THE DIRECTORY OF AUTOMATION FOR ACCOUNTING FIRMS**, Practice Management Associates, Ltd., 126 Harvard Street, Brookline, MA 02146, (617)731-1913. Contact Frank Stasiowski, Editor. Free listings available for accounting-related software. Listings include system requirements, brief descriptions, and contact information.

**SMALL SYSTEMS SOFTWARE AND SERVICES SOURCEBOOK**, Information Services, Inc., 1807 Glenview Road, Glenview, IL 60025, (312)724-9285. Contact Ruth K. Koolish. Provides free listings to anyone supplying software or services for business, educational, industrial, and personal applications. Indexed by keywords, title, hardware/operating system, and supplier.

**AUERBACH'S SOFTWARE REPORTS**, Auerbach Publishers Inc., 6560 North Park Drive, Pennsauken, NJ 08109, (609)662-2070. Contact Carol Taylor, Software Project Editor. Publishes two volumes annually, updates available monthly. Volume

one includes applications software, volume two, systems software. Listings for all applications, all makes of microcomputers. Both volumes contain software evaluations and product reports. Also, access provided to a telephone hotline for questions.

**CREATIVE COMPUTING**, 1 Park Avenue, New York, NY 10016. Two guides available:

- SOFTWARE BUYERS GUIDE**: Contains four sections, each with software evaluations and reviews, tutorials, and new product listings. Categories include applications software, systems software, software-related hardware, and a directory of manufacturers.
- BUYERS GUIDE TO PERSONAL COMPUTERS, PERIPHERALS AND ELECTRONIC GAMES**: Evaluates personal computers, video and electronic games, electronics-related products. Offers advice on purchasing all the above.

**INSTRUCTOR'S COMPUTER DIRECTORY FOR SCHOOLS**, 757 Third Avenue, New York, NY 10017, (212)888-3400. Contains articles to guide educators in the selection of microcomputers, peripherals, and courseware. Provides reference material for the above and for periodicals and computer-aided-instruction resources. Software listings (free) are categorized by subject, machine compatibility, and alphabetically by vendor.

**LIST**, the Software Resource Book for Personal Computer Users, Redgate Publishing Company, 3407 Ocean Drive, Vero Beach, FL 32960, (305)231-6904. Published semi-annually. Divided into two sections. First, editorial content to guide selection of software. Second, software listings categorized by application, industry, hardware system, and geographical availability. Basic listings - name, address, software title, hardware, industry designation, and application - provided free. Optional product description available for a fee.

**THE PERSONAL COMPUTER BUYERS GUIDE**, PO Box 1106, Key Complex, Suite 1-204, Wilkes-Barre, PA 18705, (717)829-6226. Contains feature articles to guide users in selecting software packages. A product reference guide includes product specifications, ordering information, and specific recommendations from the supplier. Also has a supplier directory, cross-referencing the Product Reference Guide and indexed alphabetically and by application.

